MARCH 22-28, 1953

VOLUME 5 NUMBER 12

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Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Mon(23)

NBC - 9-9:30pm; LAST SHOW; Hollywood Opening Night; from KNBH(Hwood) to the net; Sponsor - Pearson Pharmacal(Ennds) thru Harry B. Cohen; Prod-Dir - William Corrigan NBC; Assoc Dir - Marilyn Evans; original dramatic programs using top Hollywood stars debuted October 5 as replacement for Lights Out. Eye Witness will replace March 30, sponsored alt. weeks.

Tue(24)

NBC - 9:30-10pm; HIGHLIGHT; Armstrong Circle Theatre - "The Parrot"; from WNBT(NY) to 44 sta & 5 kine; Sponsor - Armstrong Cork Co. thru Batten, Barton, Durstine & Osborn; Prod - Hudson Faussett; Dir - Garry Simpson; Composer-Conductor - Darrell Peter; Librettist - Frank P. De Felitta; Duo-Pianists - Bernard Gabriel & Marion Machino; "The Parrot," a short opera about a bird that inherits a fortune, was commissioned by the sponsor especially for this program. The cast includes Jo Schillig, Marden Bate, Chester Watson, Shannon Bolin, Robert Holland, Michael Pollock -- and a parrot.

Wed(25)

NBC - 10:30-11pm; HIGHLIGHT; The Passover of Rembrandt van Rijn; from WNBT(NY) to the net; Sustaining; Prod - Doris Ann, NBC & Milton Krentz, Jewish Theological Seminary of America; Dir - Martin Hoade, NBC; Writer - Morton Wishengrad; special program will be presented in cooperation with the Jewish Theological Seminary of America in observance of the approaching Passover season. Berry Kroeger will portray Rembrandt. WNBT(NY) will carry the program March 29, 9:15-9:45am.

Thu(26)

CBS - 9-9:30pm; LAST SHOW; Biff Baker, U.S.A.; from WCBS-TV(NY)(FILM) & secondary West Coast transmission to 19 sta & 3 spots; Sponsor - American Tobacco Co (Lucky Strike) thru Batten, Barton, Durstine & Osborn; Pkgr - MCA; Film Prod - Revue Productions of H'wood; Dir - Richard Irving; Prod - Alan Miller; Script Superv - Fenton Earnshaw; Alan Hale, Jr. and Randy Stuart star as Biff and Louise Baker, an American export buyer and his wife, who become involved with international intrigue while travelling through Europe; program debuted November 6.

DuM - 9:30pm--to end; HIGHLIGHT; Golden Gloves Finals; from WGN-TV(Chi) to 33 sta(approx); Sponsor - Admiral Corporation thru Erwin, Wasey & Co; boxing bouts will emanate from the Chicago Stadium.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

NEWLY ANNOUNCED NETWORK FUTURES

ABC - ABC Album; DEBUT April 12; Sun 7:30-8pm; from WABC-TV(NY) to the net; Sustaining; Exec Prod - Herb Brodkin; Asst Prod - Phil Stein; H'wood Prodn Superv - Cecil Barker; Dirs - Bob Stevens, Ralph Nelson, Martin Magner, Don Richardson, Alex Segal, Daniel Mann, Alexander Thurn-Taxis & others; Writers - Halstead Welles, David Swift, others; Donald Cook will be host-narrator of new program series which will use original scripts as well as adaptations of drama, novels, short stories and light classics. Paul Douglas will be starred on the first program, and other actors who will appear on the series are Brandon de Wilde, Allen Jenkins, Walter Slezak, Audrey Christie, Mildred Natwick and Patricia Collinge. Net productions costs expected to range, $12,000-$20,000.

NETWORK SPONSOR ACTIVITY

NESTLE CO(Nescafe) thru Sherman & Marquette will pick up sponsorship (with SCHICK & BRISTOL-MYERS) of the Jackie Gleason Show (CBS-TV Sat 8-9pm). Probable starting date of their buy is March 28.

AMERICAN CHICLE (Clorets) thru Dancer-Fitzgerald-Sample discontinues co-sponsorship of Twenty Questions (DuM Fri 10-10:30pm), with BAUER & BLACK thru Leo Burnett, remaining with the program.

GENERAL CIGAR CO has switched its Robert Burns account from Donahue & Coe to Young & Rubicam. Herman Hickman Show leaves NBC-TV March 27; may be switched to ABC-TV.

BROWN SHOE CO thru Henri, Hurst & McDonald(Chi) drops sponsorship of Smilin' Ed McConnell (CBS-TV Sat 11:30am-12n) following the April 11 telecast.

ROBERT HALL CLOTHES thru Frank B. Sawdon, Inc., coincident with the opening of 13 new salesrooms, will expand its TV advertising to include spot announcements on 20 stations in 11 markets.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Untitled Variety Show; DEBUT April 27; Mon thru Fri 11pm-12m; Sponsor - Jacob Ruppert, Inc. (Knickerbocker Beer) thru Biow; new series will present songs, comedy, dance, music and news against an intimate background of typical New York atmosphere. In addition to the regular members of the show, two special guest star added attractions will be a nightly feature.

WABD(Ch 5) NY - Front Page Detective; RETURN March 19; Thu 7:30-8pm; (ON FILM); Sustaining; suspense series features Edmund Lowe as a newspaper columnist; filmed for TV, this series is a re-run of previously shown films.

WCBS-TV(Ch 2) NY - WCBS-TV will raise its basic hour Class A rate from $4,000 to $4,500 April 1, when Rate Card No. 12 becomes effective. Most other rates will show a similar advance in the new rate card, with present advertisers being protected for six months under Rate Card No. 11 on schedules started before April 1. The new hourly rate represents an increase of 12 per cent.over the rates established June 1, 1952. Since June 1, New York's TV set circulation has risen 15 per cent.

WNBT(Ch 4) NY - Masterpieces from Five Centuries of French Drawings; HIGHLIGHT March 22; Sun 12:15-12:30pm; Sustaining; Prod - Jack Grogan; Dir - Ted Nathanson; Ben Grauer will narrate program from Metropolitan Museum of Art, in conjunction with the opening of exhibit of French drawings.

[illegible]

[illegible] - [illegible]

[illegible]

[illegible]

[

WOR-TV(Ch 9) New York - Mr. How-To; NEW TIME March 24; Tue 2:30-2:45pm; Sustaining; Dir - Bob Eberle. show, which offers tips on how to get coffee stains out of clothing, planning trips, other household problems, etc. expands to quarter-hour with show of this date.

WPIX(Ch 11) NY - This Is Charles Laughton; NEW TIME March 25; Wed 7:15-7:30pm; Sponsor - Duffy-Mott Co(Mott Apple Juice & Sunsweet prune juice) thru Young & Rubicam; Film Prod - Sherman Harris Prodns; program was formerly in the same time slot on Tuesdays.

Meet Your Congress; NEW TIME March 29; Sun 10-10:30pm; Sustaining; former Senator Blair Moody moderates program formerly seen Sundays 11-11:30pm.

"Salome" Premiere; HIGHLIGHT March 24; Tue 8:30-9pm; Sponsor - Columbia Pictures Corp thru Donahue & Coe; Faye Emerson and Art Ford will MC premiere of film starring Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson and Sir Cedric Hardwicke. Dir - Bob Busch, WPIX.

WGN-TV(Ch 9) Chicago - Now I'll Tell One; DEBUT March 19; Thu 7:15-7:30pm; Sustaining; Jack Brickhouse will host new sports show which will consist of several 2 to 3 minute film presentations of the humorous incidents in the lives of famous sports world personalities, plus guest appearances of persons prominent in the sports world.

KECA-TV(Ch 7) Hollywood - Action Fishing; DEBUT March 26; Thu 8-8:30pm; Sustaining; Mac McClintock, manager of Pierpoint Landing in Long Beach, California, will MC new program which whill offer a fishing clinic, a "mystery fish" contest, guest interviews and a short action film.

KTTV(Ch 11) Hollywood - Before Your Eyes; HIGHLIGHT March 19; Thu 8:30-9pm; Presented as a public service by Hinshaw's Dept Stores. Prod - Open Road Prodns; semi-dramatic documentary series will present special program, "Narcotics and Its Effect on Southern California," which will show viewers what happens when a dope peddler and a narcotics addict are arrested; a roundtable discussion of inmates at the Castaic prison; and the parent of a teen-age addict, who will describe the horror of discovering that his own youngster has succumbed to the habit. Capt. Orville Davis of the El Monte Police Dept will explain how suburban communities are fighting the problem.

WFIL-TV(Ch 6) Philadelphia - Class A State Championship Game of Penna.Inter-Scholastic Athletic Assn; HIGHLIGHT March 28; Sat 7:30-9pm; from WFIL-TV to WGAL-TV, Lancaster; WHUM-TV, Reading and WDTV, Pittsburgh; Sponsor - Bell Telephone Co. of Penna. thru Gray & Rogers (Phila);

George Walsh Sportscasts; DEBUT April 6; Mon thru Fri 7-7:15pm & Sat 6:45-7pm; Sponsor - DeSoto Dealers of Philadelphia thru Joseph Lowenthal Advtg Agcy(Phila); Walsh will present a daily round-up of sports headlines, and will have as guests, outstanding sports personalities.

FILM DIGEST

CONSOLIDATED TV SALES OFFERING STATION-STARTER PLAN to new television stations, just going on the air. General manager Peter M. Robeck describes the plan as a "package designed to help new stations solve their sales and programming problems with a pre-tested package of nine outstanding television film properties." The catalog of nine programs is being offered for unlimited exhibition rights at a weekly fee equal to the station's starting Class "A" one-hour rate. Included in Consolidated's package are Front Page Detective, Public Prosecutor, Hollywood Half Hour, Jackson and Jill, Ringside With The Rasslers, Paradise Island, Crusader Rabbit, TV Closeups and Going Places With Uncle George.

ZORRO PRODUCTIONS SETS STAFF to produce the television film series, The Sign of Zorro in Hollywood this summer. William Cottrell will produce, Nat Winecoff will be general manager. The Mitchell Gertz agency handled the deal whereby the production firm obtained rights to the writings of Johnston McCulley about the early California adventurer. The films, of half-hour length, will be shot at the Walt Disney Studios.

OLIO VIDEO GIVING UP DISTRIBUTION, and will turn over their properties to Screencraft Pictures. Both firms operate from New York. Olio is ceasing distribution activities to devote all its time to packaging of both live and film packages for television. Peter M. Piech is the new sales manager of Screencraft's TV film department. Included in the series that were formerly handled by Olio, and now distributed by Screencraft, are 30 features and 37 Westerns, including those of Tex Ritter, Ken Maynard, Jack Perrin, Bob Steele, Hoot Gibson and Rex Lease.

NEWS REPORT

NIELSEN RATINGS FOR TOP NATIONAL TV PROGRAMS, for two weeks ending February 21, 1953, are for homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes:

	Homes(000)		Homes (%)
I Love Lucy	15,177	I Love Lucy	69.9
Pabst Blue Ribbon Bouts	12,004	Pabst Blue Ribbon Bouts	56.8
Godfrey&Friends(Chesterfield)	11,150	Talent Scouts	56.0
Texaco Star Theater	9,991	Godfrey&Friends(Chesterfield)	54.6
Colgate Comedy Hour	9.989	Texaco Star Theater	50.8
Dragnet	9,671	Dragnet	49.2
Godfrey&Friends(Toni-Gillette)	9,590	Colgate Comedy Hour	47.0
You Bet Your Life	9,564	Godfrey&Friends(Pillsbury)	47.0
Godfrey&Friends(Pillsbury)	9,424	Godfrey&Friends(Toni-Gillette)	45.8
Fireside Theater	9,243	Toast of the Town	45.4

NOTE: Corrected by Trendex after we went to press last week: 10th program for ratings week of March 1-7 should have been Toast of the Town with a rating of 31.2.

NIELSEN ADDS SUBSCRIBERS: One national advertiser and three advertising agencies have subscribed to Nielsen Radio and Television Index Services recently. They are E. I. DuPont De Nemours, Fuller and Smith and Ross, and Hutchins Advertising - all for NTI - and Erwin, Wasey, for NRI.

FILM NOTES

CONSOLIDATION OF SALES OF FILM PROGRAMS, plan to sell television stations, just going on the air. General manager [illegible], describes the plan as a "package designed to help new stations solve their sales and programming problems with a pre-tested package of film entertainment." The [illegible] of nine programs is being offered for unlimited exhibition rights at a price equal to the station's one-time Class "A" one-hour rate. Included in the package are [illegible], [illegible], [illegible], [illegible], [illegible], [illegible] and [illegible].

[illegible] TV film series, [illegible] of [illegible] in [illegible] this season. [illegible] will be general manager. The [illegible] [illegible] the [illegible] [illegible] the first [illegible] [illegible] [illegible] [illegible] the [illegible] [illegible] [illegible].

[illegible] recently [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] for [illegible] [illegible] [illegible] [illegible] for television. [illegible] [illegible] [illegible] [illegible] department. Included in the series that were formerly handled by [illegible] and now distributed by [illegible], are [illegible] features and [illegible] westerns, including those of Tex Ritter, [illegible], [illegible], [illegible], [illegible] and [illegible].

NIELSEN-RATED NETWORK PROGRAMS

NIELSEN RATINGS FOR TOP NATIONAL TV PROGRAMS, for two weeks ending February [illegible], 195[illegible], [illegible] [illegible] [illegible] [illegible] any part of the program, except [illegible] [illegible] [illegible]:

Rating (%)		Homes (000)	
[illegible]	I Love Lucy	[illegible]	I Love Lucy
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	Talent Scouts	[illegible]	[illegible]
[illegible]	Colgate Comedy Hour ([illegible])	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	Dragnet	[illegible]	Dragnet
[illegible]	Colgate Comedy Hour	[illegible]	Colgate Comedy Hour ([illegible])
[illegible]	Colgate Comedy Hour ([illegible])	[illegible]	[illegible]
[illegible]	Colgate Comedy Hour ([illegible])	[illegible]	Colgate Comedy Hour ([illegible])
[illegible]	[illegible]	[illegible]	[illegible]

NOTE: Correction to [illegible] after we went to press last week: [illegible] program [illegible] should have been [illegible] with a rating of [illegible].

[illegible] [illegible]: [illegible] national advertisers and three advertising agencies have subscribed to Nielsen [illegible] and Television Index Services recently. They are [illegible], [illegible], [illegible] and [illegible] [illegible] Advertising - [illegible] - [illegible], [illegible], Inc.

UNIVERSITIES TO COOPERATE IN CBS-TV EDUCATIONAL SERIES, The Search, aimed at highlighting education's scientific and cultural contributions to individual and national welfare. Scheduled to begin in September, the new series will be produced at the universitites, with each program to be told from the point of view of individuals affected by, or participating in, the project. Examples of projects to be explored: the U. of Minnesota's "Last Man Club," comprised of 300 Minneapolis men, half of whom will die of cardio-vascular disorders; and the U. of North Carolina's "Aristophanes Visits Old Smoky," the story of the Dramatic Arts Dept's twice-a-year tours through neighboring states. Other universities in the program series are the Universities of Michigan, Pennsylvania, Chicago, Utah, Washington, Iowa and Louisville, and Ohio State, Cornell, Columbia, Dartmouth, Brown, M.I.T., Northwestern, U. of Calif. at Berkeley, U. of So. Calif., Colorado School of Mines, Calif. Inst. of Technology, State College of A & E at Raleigh, N.C. and the Penna. State College.

NEW STATION AFFILIATIONS: To CBS-TV: WABI-TV(Ch 5), Bangor, Maine, owned and operated by Community Telecasting Service, 57 State St., Bangor; Murray Carpenter, general manager. KRTV(Ch 17), Little Rock, Ark., owned and operated by Little Rock Telecasters, 620 Beech St., Little Rock; Kenyon Brown, general manager. KFDA(Ch 10), Amarillo, Texas, owned and operated by the Amarillo Broadcasting Co., Nunn Bldg., Amarillo; John Hopkins, general manager.

PERSONNEL CHANGES: Walter Pierson has been named Production Manager of the CBS-TV Operations Department, succeeding E. Carlton Winckler, who was appointed Production Manager of the Program Department last week.....Robert Sanford, who recently resigned from the radio-TV department of MCA, has formed his own office, which will be the eastern affiliate of the Sam Jaffe Agency, Hollywood. Jerry Hellman, formerly with Jaffe's NY office, will be associated with Sanford.....Marge Kerr, formerly with the William Morris Agency, and most recently supervisor of "Heaven For Betsy" for McCann-Erickson, has been appointed public information consultant for the NBC-TV-Alfred P. Sloan Foundation weekly television series, "American Inventory."

Gabriel Bayz, formerly a TV commercials producer at BBD&O, has joined Donahue & Coe as supervisor of live and filmed commercials.....Henry Howard, Jr. has been appointed CBS Television Director of Business Affairs in Hollywood. Formerly senior attorney for the CBS Radio Network, he succeeds Martin Leeds. Maurice Morton, currently on the Business Affairs-Hollywood CBS staff, will be Associate Director under Mr. Howard.....Ronald C. Bradley, account executive, and Norman W. Glenn, director of broadcast planning, have been elected vice presidents of Doherty, Clifford, Steers & Shenfield.....John Geddes has been appointed a TV account executive in the New York office of Edward Petry & Co., station representatives.....George W. Fuerst, formerly a salesman with ABC-TV, has joined NBC-TV Spot Sales as representative for the San Francisco area.

Marion Robertson, formerly with the Talent Department of RKO Pictures, has joined the Olga Lee-Harris-Draper Talent Agency as artists and authors representative.....Frank J. Reed, formerly manager of the Television Sales Service Department of NBC, has joined Sullivan, Stauffer, Colwell & Bayles in an executive capacity in the Radio & TV Department.....John Bates has been appointed director of the radio and television department of Lambert & Feasley, New York.....Merrill Mueller, NBC's veteran war and foreign correspondent, has been named news editor and commentator for the "Today" TV series.....Idella S. Grindlay, formerly with NBC and Mutual, and more recently with the Eisenhower-Nixon campaign headquarters as executive assistant to the radio-TV head of the campaign for the Kudner Agency, has been appointed stations operation manager of WABC-TV, New York.

DIVERSITIES TO PROGRAM IN GRS-TV EDUCATIONAL SERIES. The Israeli, aimed at supplanting commercial's patronage was cultural considerations in individual and national problems. Scheduled to begin in September, the new series will be produced at the universities, with each program to be told from the point of view of individuals affected by, or participating in, the problem. Examples of problems to be analyzed: the U. of Minnesota's "Lake Man Club," composed of 300 Minneapolis men, half of them skilled of semi-professional disorders; and the U. of North Carolina's "Strangeness Visits Old Ones," the story of the Eskimo in Alaska's three-year Indian Ground adjustment program. Other universities in the program series are the universities of Michigan, Pennsylvania, Oklahoma, Ohio, Washington, Iowa and Louisville, and Rio Grande, Purdue, Columbia, Northwestern, Brown, M.I.T., Southwestern, U. of Utah, Ga. Georgia, U. of Ga., Calif., Colorado State of Texas, Calif., and U. of Pittsburgh, whose problem of a U.S. in Training, N.C. and the Iowa. Iowa College.

NEW STATION AFFILIATIONS: In CBS-TV: WBRE-TV(Ch 3), Scranton, Penna., owned and operated by Commonwealth Telecasting Corporation, 37 miles to N., Scranton, Pennsylvania, General Manager. KOVR(Ch 13), Little Rock, Ark., owned and operated by Little Rock Broadcasters, and Owen M., Little Rock, Arkansas, general manager. KTVU(Ch 2), Oakland, Calif., owned and operated by the Pacific Broadcasting Co., San Diego, Calif., Pacific Broadcasting, general manager.

WOODSON CHANGES: Walter Tierney has been named Production Manager of the Woodson Productions, succeeding E. Quinlan Wheeler, who was promoted from assistant manager of the Woodson Laboratory last week. Robert Sanford, who became by year-long (Wed.) Commander of WCN, has formed his own office, with offices in the Commodore Hotel, New York, Sanford Company. Advertising Agency Tierney, formerly of Wheeler, Wilkinson & Wheeler, with Lord & Thomas, Chicago, Tierney, Inc. Wheeler, Wilkinson & Wheeler, Inc.

PROGRAM	NET TIME(EST)	TALENT ROSTER

Most of the shows on March 20, 21, 22 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 27. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY MARCH 20

Mama (Peggy Wood)	CBS 8pm	Dagmar Gets the Hook - (O) by Jerome Ross; with Catherine Doucet, Denise Alexander, Kevin Coughlin
Dark Of Night (Carl Low)	DuM 8:30	Joe Downing, Dick Moore, Judson Pratt, Jock MacGregor, William Sharon, Joan Stanley, Arch Johnson; (SW & SD)
Aldrich Family (Bobby Ellis)	NBC 9:30	Mary's Visitor - (O) by Bud Grossman; with regulars & Murray Hamilton, James Broderick; (SD)

SATURDAY MARCH 21

The Big Top (Jack Sterling)	CBS 12N	The Four Hildans (teeterboard), The Kanazawas (foot-juggling), The Jeffreys (gymnastic), The Campbells (juggling), The Wolcotts & Trained Dog Act
Dick Tracy (Ralph Byrd)	WNBT 6pm	Pruneface Returns - (O) by William Lively & Dwight Babcock; with Joe Devlin, Margia Dean, Alan Keys, Gene Roth, George Pembroke, Martin Dean, Bruce Edwards, James Fairfax, William Woodson; Dir by Thomas Carr(FLM)
Invitation Playhouse	WCBS 6:15	Lucky Money - with Tom D'Andrea, Roberta Haynes, Jimmy Cross, Allan Harris; (SW & SD)
Stork Club (Sherman Billingsley)	CBS 7pm	Gisele MacKenzie (S), Broderick Crawford
Jackie Gleason	CBS 8pm	kill: Mel Torme (S); add: Morton Downey (S)
Your Show Of Shows (Caesar & Coca)	NBC 9pm	Kukla, Fran & Ollie, guest hosts; add: Maria Tallchief (D)

SUNDAY MARCH 22

Invitation Playhouse	WCBS 2:30	If Memory Serves - with Jaclynne Greene, Harold Gordon; (SW & SD)
Lilli Palmer	WCBS 2:45	Thornton Wilder (author) (FILM)
Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 3pm	The Difference - (O) by Paul Tripp; with Sidney Smith, Harry Townes, Nelson Olmsted, Rusty Lane
Omnibus (Alistair Cooke)	CBS 4:30	Happy Birthday, Aunt Sarah - book by George Oppenheimer, music & lyrics by Kay Swift, based on Frank Sullivan's character; with June Havoc, Ronny Graham, Jerry Bergen, Larry Chelsi, Bob Gari, Frank Albertson, Doreen Lang, Nancy Devlin, Lewis Scholle; Ballet Theater Prod. of 3 Maidens & A Devil choreographed by Agnes de Mille; with de Mille, Lucia Chase, Janet Reed; Audubon - (O) by Glenway Wescott; The Young Fox - film prod. by Arne Sucksdorff

Super Circus (Claude Kirchner)	ABC 5pm	Johnny Welde & Performing Bears, Dalton & Bailey (trapeze), Miss Connie (tightwire), Mel Hall & Son (unicycle)
Hllmk Hall Of Fame (Sarah Churchill)	NBC 5pm	Photograph By Brady - (O) by Ted Wear, (A) by Robert Mason Pollock; with Philip Bourneuf, Jim Kelly, Maurice Manson, Charles Martin, Dan Magnan, John Glendenning; (SD)
You Are There (Walter Cronkite)	CBS 6pm	The Discovery Of Anesthesia - (O) by Kate Nickerson; with Richard Kiley, E.G. Marshall, Jack Davis, Leslie Litomy, Robert Middleton, Will Hussung, John Boyd, Dorothy Sands, William A. Lee, Richard Casey, Phil Truex
Roy Rogers (& Dale Evans)	NBC 6:30	Marshall Reed, Rand Brooks, Tom London, Harry Harvey, Russ Scott; (SW & SD, FILM)
Red Skelton	NBC 7pm	Andy & Della Russell (S) (FROM HOLLYWOOD)
Mr. Peepers (Wally Cox)	NBC 7:30	regulars & Cliff Norton, Angela Adamides, Anne Marie Tallon; (SW by Jim Fritzell & Everett Greenbaum, SD)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Lilli Palmer, Vienna Boys Choir, Roberta Peters (S), Debbie Reynolds & film clip from I Love Melvin; kill: Rex Harrison, Bobby Clark (C); add: Burl Ives (S), Dave Burns (C)
Christopher Program (Father Keller)	WOR 8:30	Danny Thomas (FILM)
Gen. Electric Theater	CBS 9pm	Trapped - (O) by John T. Chapmen & Howard J. Green; with Nina Foch, Francis L. Sullivan, Dan O'Herlihy (FILM)
Philco TV Playhouse	NBC 9pm	The Velvet Mitten - (O) by William Kendall Clarke, (A) by Robert Alan Aurthur; with Edward Everett Horton, Ernest Truex, Nydia Westman, Lenka Peterson, James Holden, Bobby Vail, Fred Gwynne, Bob Burland; (SD) by Gordon Duff
Rocky King (Roscoe Karns & Earl Hammond)	DuM 9pm	The Death Stone - (O) by William C. Crane; with Dorrit Kelton, Helen Warnow, Geoffrey Bryant, John Armstrong, Paul Andor; (SD)
Time To Smile (Ken Murray)	CBS 9:30	Leslie Caron (D) & regulars (FROM HOLLYWOOD)
Plainclothes Man (Ken Lynch)	DuM 9:30	Arsenic For Two - (O) by Warren Townsend; with Joan Croydon, Lori March, Truman Smith, Ken Duncan; (SD)
Arthur Murray Party (Kathryn Murray)	DuM 10pm	Robert Clary (S), Anthony, Allyn & Hodges (D); kill:Bil & Cora Baird (puppeteers); add: Anna Marie Alberghetti (S)
The Web	CBS 10pm	The Curve - (O) A. J. Russell; with Michael Higgins, Stephen Elliott, Rosemary Pettit, Frank Campanella, Beppy de Vries, Jerry Rockwood, Linda Joyce; (SD) by Herbert Hirschman

MONDAY MARCH 23

Hollywood Screen Test (Neil Hamilton)	ABC 7:30	Pride - with Ilka Chase, Helen Auerbach, John Straub; (SW &SD)
Easy Chair Theater (Don Russell)	WABD 7:30	The Haunted Wedding - with Gar Moore, Margaret Field (FILM)
I Am The Law (George Raft)	DuM 8pm	The Firebug Story - with James Bell, Lillian Bronson (SW & SD, FILM)
Lux Video Theater	CBS 8pm	One For The Road - (O) by Seymour Stern; with Pat O'Brien, Paul Lipson, Alonzo Bosan, Dick Moore, Robert Lieb, Val Avery, Dan Healy, Mary James, Andrew Bernard; (SD) by Richard Goode
Paul Winchell & Jerry Mahoney	NBC 8pm	Bert Parks, The Heathertones (S)
Voice Of Firestone (Howard Barlow)	NBC 8:30	Nadine Connor (soprano)
Arthur Godfrey's Talent Scouts	CBS 8:30	Anita Esgandarian (S), Joe JaFolla (S), Pepito Arvelo Trio & Danita (M & S)
H'wood Opening Night (Jimmie Fidler)	NBC 9pm	My Boss & I - (O) by Arthur Penn; with Richard Carlson; (SW & SD, FROM HOLLYWOOD)
I Love Lucy (Ball & Arnaz)	CBS 9pm	Jay Novello (FILM, SW & SD)
Red Buttons	CBS 9:30	Mimi Benzell (S) Ruth Gates, Maxie Rosenbloom, Curtis Cooksey; (SW & SD)
Robert Montgomery	NBC 9:30	The Big Night - (O) by Walt Grove, (A) by Adrian Spies; with Chester Morris, Scott McKay, Harry Eno, Joan Lorring, Richard Camp, Martin Ashe, Stowe Phelps, Gloria Welch, Glenn Walken, George Kluge; (SD) by Norman Felton
Studio One	CBS 10pm	Edge Of Evil - (O) by Doris Niles Disney (Heavy, Heavy Hangs), (A) by Don Mankiewicz; with Sally Forrest, James Daly, John Hoyt, June Walker, Kathleen Comegys, John McGovern, Jerry Hackady, Rudulph Justice Watson, Sara Floyd, Gene DeSantis; (SD) by Paul Nickell
Who Said That? (Walter Kiernan)	NBC 10:30	Frank Conniff returns as anchor man; June Lockhart, Lew Parker, Merriman Smith (NET EXCEPT WNBT)

TUESDAY MARCH 24

Buick Circus Hour (Joe E. Brown)	NBC 8pm	regulars & Bert Lahr (C)
City Hospital (Melville Ruick)	CBS 9pm	Bitter Laughter - with Fran Carlon, Florence Robinson, Bill Zuckert, Eugene Francis (SW &SD)
Fireside Theater (Frank Wisbar)	NBC 9pm	Unexpected Wife - (O) by Lawrence Taylor, (A) by Lindsay Hardy & Lawrence Goldman; with Maria Palmer, William Bishop, Ruth Clifford, Russ Conway, Ford Stevenson, Victor Hugo Green, James Parnell, Jean Bartel: (SD)

[illegible]

[illegible]

[illegible]

TUESDAY MARCH 24 (Cont'd)

Suspense	CBS 9:30	Portrait Of Constance - (O) by Edgar Marvin; with Ann Rutherford, Hugh Reilly, Murvyn Vye, Doro Merande, Morton Stevens; (SD)
Danger	CBS 10pm	Car Pool - (O) by Jeremy Daniel; with Richard McMurray, Hildy Parks, William Prince, Leslie Litomy, Milton Selzer, Peter Gumeny; (SD)
Jeweler's Showcase	WCBS 10:30	The Bean Farm - with Robert Hutton, Phyllis Coates, Otto Waldis, Helen Spring (FILM)

WEDNESDAY MARCH 25

A Date With Judy (Mary Linn Beller)	ABC 7:30	regulars & Gerrianne Raphael, Paul Ford, James Lee; (SW & SD)
Scott Music Hall (Patti Page)	NBC 8:30	Dick Haymes (S), The Modernaires (S)
Kraft TV Theater	NBC 9pm	Miss Mabel - (O) by R.C. Sherriff, (A) by R. Howard Lindsay; with Estelle Winwood, Malcolm Keen, Addison Richards, Frederick Worlock, Lloyd Bochner, Dan Morgan, Maureen Hurley, Anita Bolster, Esther Mitchell, Basil Howes; (SD) by Stanley Quinn
Man Against Crime (Ralph Bellamy)	CBS 9:30	A Family Affair - (O) by Checkley Ellis; with Gloria McGhee, Alan Shayne, George Douglas, Carl Benson, Margaret Hamilton, Albert Ottenheimer; (SD, FILM)
Douglas Fairbanks	WNBT 10:30	Destination Milan - (O) by Lawrence Huntington & Robert Hall; with Tommy Duggan, Lorraine Clews, Christopher Lee, Paul Sheridan, Yusef Crandall, Ann Stevens, Marie Burke, Roger Maxwell, Jacques Cey, Sebastian Cabot, Jean Francois; Dir by Lawrence Huntington (FILM)

THURSDAY MARCH 26

T Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Timely Tip - (O) by Robert Sloane; with Lewis Charles, Nelson Olmsted, Lisa Howard, Donald Buka, Tom Carney; (SD)
Singer 4* Playhouse	CBS 8:30	The Man Who Walked Out On Himself - (O) by Milton Merlin; with Ronald Colman, Francis Pierlot; Dir by Robert Florey; Trick filming by Clarence Slifer (FILM)
Ford Theater	NBC 9:30	Double Exposure - (O) by John D. Weaver, (A) by Fred Brady; with Dan Duryea, George Brent, Marvin Kaplan, Jean Willes; Dir by Lew Landers (FILM)
Martin Kane (Lee Tracy)	NBC 10pm	Franklyn Fox, Natalie Schaefer, Lauren Gilbert, John Lehne, Ellen Parker (SW & SD)
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F I In Revenge - (O) by Joseph Victor, (A) by Sheldon Reynolds; with Gunnar Sjoberg, Olaf Bergstrom; Dir by Marcel Cravenne (FILM)

FRIDAY MARCH 27

Big Story (Robert Sloane)	NBC 9pm	Joseph O. Haff, New York Times - (O) by Gail Ingram; with Rusty Lane, Abby Lewis, Vaughn Taylor, Arny Freeman, Reed Brown, Jr., Wally Brown
Schlitz Playhouse	CBS 9pm	Happy Ending - (O) by Jorgan Falk-Ronne, (A) by A. M. Seaholm; with Helmut Dantine, Osa Massen, Janine Perreau, Mary Alan Hokanson, Carl Neubert, Leon Tyler, Mary Young; (SD) by Roy Kellino (FILM)
Twenty Questions (Jay Jackson)	DuM 10pm	Bert Lytell & regulars

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 20 THROUGH FRIDAY MARCH 27

Art Linkletter's House Party	CBS 2:30	F - Gale Storm; W - Ida Lupino, Clinton Duffy (former warden)
One Woman's Story	WABD 2:45	M thru F - Night Call - (O) by Jane Randolph, with Karen Lindgren; (SD) by Lee Polk
Kate Smith	NBC 4pm	F - Elimar (wire); Reunion - (O) by Elliott Gruskin, with Julie Haydon; M - Tommy Wonder & Maggie Banks (D), Jack Cassidy & Pat Marand (S), The Cy Coleman Trio (M); Tue - The Kateds (D), The DeMarco Sisters (S), Ralph Meeker & film clip from his Jeopardy starring Barbara Stanwyck; Thu - The Kateds (D), The DeMarco Sisters (S); F - Eddie Heywood Trio (M), Singers of Israel headed by Cantor Samuel Malavsky
Ted Steele	WPIX 4:30	M thru F - Paula Stewart, Andy Roberts, Jean O'Brien, Corky & Johnny (all S)
Broadway Camera	WPIX 7:15	F 3/20 - Cab Calloway (M&S), Monica Lewis (S)
Short, Short Drama	NBC 7:15	Tue - The Will - (O) by Borgne Keith; with Joy Hodges, Joy Geffen, Thomas Chalmers, Val Dufour, Nelson Olmsted; Dir by Will Gillette; Thu - The Unheard Song - (O) by Anne Howard Bailey; with Ellen Cobb-Hill Alan Devitt, Thomas Coley, Julius Bing, Jason Johnson, Harrison Dowd, Frederic Meyer, George Kilroy, Ivy Bethune; Dir by Arthur Rosenbloom (FILM)
Jane Froman's U.S.A. Canteen	CBS 7:45	Tue - Pfc. Eddie Fisher (S); Thu - Dickinson Eastham (S)
Perry Como	CBS 7:45	W - The Duke University Men's Glee Club
Broadway TV Theater	WOR 7:30	M thru Sun - In Any Language - (O) by Edmund Beloin & Henry Garson; with Audrey Christie, Mischa Auer, Beverly Roberts, John McQuade, Bartlett Robinson, Joe Verdi, Jody Drew, Effie Afton, Helen Waters; Staged by Martin Jones; Dir by Robert Blum
Mono-Drama Theater	WABD 11:15	M thru F - Heathcliffe - (O) by Emily Bronte (Wuthering Heights), (A) by Edward J. O'Neil, with Stephen Elliott; (SD)

SATURDAY MARCH 28

Invitation Playhouse	WCBS 6:15	You Listening, Homer? - with Edwin Max, Peggy Walker (SW & SD, FILM)
All Star Revue (Ben Blue)	NBC 8pm	Paulette Goddard

SUNDAY MARCH 29

Opera Cameos	WPIX 7:30	Lucia Di Lammermoor - by Donizetti, with Jeanette La Bianca, Bruno Landi, Richard Torigi, Carlo Tomanelli (all S)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Rise Stevens (S), Mario Del Monaco (S), film clip from Call Me Madame with Ethel Merman; Gertrude Lawrence in kine of Toast appearance on 4/16/51; Harlem Globe Trotters (basketball team)
Colgate Comedy Hour (Bob Hope)	NBC 8pm	Rosemary Clooney (S) (FROM HOLLYWOOD)
Goodyear TV Playhouse	NBC 9pm	Wish On The Moon - (O) by Sumner Locke Elliott; with Phyllis Kirk, Eva Marie Saint, Richard Carlyle, Allan Nourse, Rita Vale, Julia Mead; (SD) by Delbert Mann
Plainclothes Man (Ken Lynch)	DuM 9:30	The Bracelet - with Nancy Templeton, John Shay, Jutta Wolfe, John Hamilton, Pat Canty; (SW & SD)
The Web	CBS 10pm	Passport To Peril - (O) by Robert Mason Pollock; with John Dall, Mike Kellin, Karen Preiss, Charles Andre, Marcel Hillaire, Andre D'Arcy, Bonnie Edward; (SW) by Lela Swift
The Doctor (Warner Anderson)	NBC 10pm	Luncheon At Casey's - (O) by Gertrude Dahlberg, (A) by Eugene Solow; with Murray Matheson, Patricia Benoit, Lawrence Fletcher, Dean Harens, Mary Alice Moore, Dan Morgan (FILM)
Arthur Murray Party (Kathryn Murray)	DuM 10pm	Artie James, The Modernaires (S), "Smokey", the wonder horse

T A L E N T A V A I L A B I L I T I E S

NEW YORK

TALLULAH BANKHEAD - AGT: William Morris, JU 6-5100

CAROL BRUCE - assuming leading female role in Pal Joey - AGT: Wm Morris

BRODERICK CRAWFORD - AGT: Shurr, CH 4-8240

PHYLLIS KIRK - arrived here from H'wood - AGT: Milton Goldman, MU 7-0606

GISELE MacKENZIE - singer - AGT: MCA, PL 9-7500

LILIA SKALA - featured in Call Me Madame - PRESS: Martin Michel, CO 5-3320

LOS ANGELES

(All phone numbers are L.A.)

JOE DEVLIN - Harry Wurtzel Agency, CR 5-6175

MARGARET FIELD - AGT: Walter Herzbrun, CR 6-4157

CHARLOTTE GREENWOOD - Nat C. Goldstone Agency, CR 6-1071

REED HADLEY - Racket Squad star - AGT: Antrim Short, CR 5-4137

SANDRA SPENCE - Schwartz Agency, CR 6-7371

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: March 22-28									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-12 noon	Live	1	1*	7 3/4	4	1	--	11	4
	Film	½	¼	½	--	--	--	--	5
12 noon-6:00 pm	Live	2½	1	16	7½	5½	6 3/4	16	2
	Film	--	--	--	--	--	--	1¼	1
6:00 pm-time off	Live	9	6¼*	17*	2½	13½	6¼	16½	1½
	Film	2¼	5 3/4	8½	--	1	½	6 3/4	--
TOTALS	LIVE	12½	8¼*	40 3/4*	14	20	13	43½	7½
	FILM	2 3/4	6	9	--	1	½	8	6

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of March 22-28

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	97	27	33¼	1¼	30 3/4
New York City	WCBS (C)	109¼	63 3/4	11¼	1¼	22 3/4
New York City	WABD (D)	92¼	34½	17 3/4	3	29½
New York City	WNBT (N)	120¼	56¼	28½	2½	19 3/4
New York City	WOR (I)	79	--	31	3/4	35 3/4

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

MARCH 29-APRIL 4, 1953

VOLUME 5 NUMBER 13

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(29)

CBS - 9-9:30pm; RETURN; Fred Waring Show; from WCBS-TV(NY) to 42 sta & 24 kine; Sponsor - General Electric Co thru Batten, Barton, Durstine & Osborn; Prod-Dir - Bob Banner, Waring; Waring returns after eight-week tour of the U.S. during which time he telecast the show twice, once from Los Angeles and once from Kansas City, Mo. While on tour, the General Electric Theatre, series of half-hour dramatic productions filmed in Hollywood by Sovereign Productions, was seen as replacement.

NBC - 12-1pm; HIGHLIGHT; Palm Sunday Service; from WPTZ(Phila) to the net; Sustaining; Presented by NBC in cooperation with the National Council of Churches of Christ in the U.S.A.; Prod - Doris Ann, NBC & Arthur Austin, NCCC; Dir - Dennis Kane, WPTZ; a service of worship and confirmation will be presented from the Tabernacle Lutheran Church in Philadelphia.

NBC - 3:30-4pm; HIGHLIGHT; A Conversation with Dr. Louis Finkelstein; from WNBT(NY) (ON FILM) to the net; Sustaining; Prod - Doris Ann; Dir - Martin Hoade; Cameramen - Thomas Priestley & Jesse Sabin; Sound - George Jordan and Warren Redden; Film Eds - Robert Loweree & Ben Schiller; Dr. Finkelstein, chancellor of the Jewish Theological Seminary of America, expresses his views on the perplexing spiritual problems which face America. Edward Stanley, manager of NBC public service programs, is Dr. Finkelstein's guest in the film.

Mon(30)

CBS - 3-3:30pm; NETWORK CHANGE; The Big Payoff; from KNXT(Hwood) to 61 sta; Sponsor - Colgate-Palmolive-Peet thru William Esty; Pkgr-Prod - Walt Framer Prodns; Dir - Jeff Hayden, Esty; audience participation show, presided over by Randy Merriman and Bess Myerson, has been on NBC-TV for the past 14 months. It was also summer replacement for the Colgate Comedy Hour. Eddie Albert Show, formerly seen in this time slot, moves to 3:30-4pm & Action in the Afternoon, formerly seen at 3:30, now moves to the 4-4:30pm slot. The Big Payoff will originate from Hollywood from March 30 to April 10, and beginning April 13, it will be broadcast from New York City, Mon thru Fri.

CBS - 8-8:30pm; NEW TIME; George Burns and Gracie Allen Show; from KNXT(Hwood) ON FILM to 26 sta & 44 spots(Carnation) & 27 sta & 47 spots(Goodrich), alternate weeks; Sponsors - B.F. Goodrich thru BBD&O & The Carnation Co. thru Erwin Wasey(alt weeks); Prod-Dir - Ralph Levy, CBS; comedy series was formerly seen Thursdays 8-8:30pm.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THIS WEEK(Cont'd)

Mon(30)

NBC - 3-3:30pm Mon thru Fri; RETURN & NETWORK CHANGE; Break the Bank; from WNBT(NY) to the net; Sustaining; Pkgr - Wolf Associates; Prod - Herb Wolf; Dir - Craig Allen, NBC; Script Ed - Alan Gilbert, Wolf Assoc; quiz program was formerly seen on CBS-TV Sundays 10-10:30pm, sponsored by Bristol-Myers; Bud Collyer is MC, with Wynn Elliot as host and Janice Gilbert as "paying teller."

NBC - 9-9:30pm; DEBUT; Eye Witness; from WNBT(NY) to 24 sta & 7 kine; Sponsor-Pearson Pharmacal Co(Ennds) thru Harry B. Cohen (alternate weeks only); Pkgr-Prod - Neptune Prodns; Superv Prod - Joseph W. Bailey; Dir - Perry Lafferty; Scripts Eds - Bailey & Cabot Lyford; Casting - Joan MacDonald; mystery series stressing the unusual or "off-beat" in its approach. People and character development are illuminated, in story lines that may vary from eerie naturalism through science-fiction to pure fantasy.

Thu(2)

CBS - 8-8:30pm; RETURN ONE SHOT; All In One; from WCBS-TV(NY) to the net; Sustaining; Prod - Richard Lewine; Dir - Rai Purdy; Music Dir - Alvy West; comedy-variety program which had a limited engagement several months ago, goes into the time slot made available by the Burns & Allen move; guests scheduled for the program are Eddie Bracken and Professor Backward.

CBS - 9-9:30pm; NEW TIME; Lux Video Theater; from WCBS-TV(NY) to 31 sta & 5 kine; Sponsor - Lever Brothers Co (Lux Soap) thru J. Walter Thompson; Prod - Calvin Kuhl, JWT; Dirs - Fielder Cook & Richard Goode (alt weeks); dramatic program was formerly seen Mon 8-8:30; replaces Biff Baker, USA.

Fri(3)

NBC - 7-7:15pm; NEW TIME; Meet the Veep; from WNBW(Washington, D.C.) to the net; Sustaining; Superv - Louis G. Cowan & Charles F. Gannon; Prod - William R. McAndrew; Dir - Ted Ayers; Alben Barkley's informal program was formerly seen Sundays, 5:30-5:45pm; The Herman Hickman Show, formerly seen at this time, was dropped March 27, following change of agency by the sponsor, General Cigar Co.

LAST WEEK'S NETWORK CHANGES

DuM - Treasure Hunt; NEW TITLE March 27; Thu 9-9:30pm; WABD(NY) to the net; Sustaining; Prod - Arnold Peyser; Nelson Case MC's program on which Sigmond Rothschild appraises antiques and collector's items; program title was formerly Trash or Treasure?

NEWLY ANNOUNCED NETWORK FUTURES

May 10 - Adventure; DEBUT May 10; Sun 5-6pm; from WCBS-TV(NY) to the net; Presented by CBS in association with the American Museum of Natural History; Prod - Perry Wolff; Assoc Prod - Samuel Goldwyn, Jr. Charles Collingwood, acting as anchor man for the production, will impart an atmosphere of news reporting to the programs which will dramatize the resources of the Museum, the Hayden Planetarium and the Museum's outlying field stations. Programs will originate from the museum's exhibition halls and from the network studios, with the first program to be written by William Templeton, author of "The Fallen Idol," a J. Arthur Rank production, with Robert Northshield, only journalist member of the Kennicott Club, doing the research.

NETWORK SPONSOR ACTIVITY

COCA COLA thru D'Arcy Agncy will sponsor a show starring Eddie Fisher on NBC-TV, Wed & Fri 7:30-7:45pm, starting April 29. PROCTER & GAMBLE drops Those Two, seen in the Mon, Wed, Fri 7:30-7:45pm time slot on April 24.

HALL BROS (Hallmark Greeting Cards) thru Foote, Cone & Belding, has purchased a two-hour time period on NBC-TV's full network, Sunday, April 26, for the presentation of Maurice Evans' production of Hamlet.

CONTINENTAL BAKING thru Ted Bates, will sponsor 15-minutes weekly of Howdy Doody (NBC-TV Mon thru Fri 5:30-6pm) starting May 6; STANDARD BRANDS, also thru Bates, currently sponsoring a quarter-hour of the program on Thursdays, picked up an additional quarter-hour of the show on Mondays, starting March 23.

JACQUES KREISLER(Watchbands & Jewelry), alternate week sponsor of Tales of Tomorrow (ABC-TV Fri 9:30-10pm), will switch its account from Hirshon-Garfield to Foote, Cone & Belding, effective May 1.

PROCTER & GAMBLE(Cheer & Camay) thru Young & Rubicam, will sponsor a half-hour with Paul Winchell next season. Winchell & his dummy, Jerry Mahoney, are currently starring on What's My Name for Speidel Watch Bands & Crosley TV sets. That show is expected to replace Winchell with another star for next season.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Superman; DEBUT April 1; Wed 6:15-6:45pm; Sponsor - Kellogg Co thru Leo Burnett; film series based on comic strip stars George Reeves; revised schedule for this time slot will have Bar 7 Ranch on Mon, Tue & Fri, and Range Rider on Thursday. The Buster Crabbe films, "Buck Rogers," "Tim Tyler," "Don Wislow," "Flash Gordon" and "Ace Drummond"will be seen Mon thru Fri respectively, 6:45-7:15pm.

Comedy Circus; DEBUT March 28; Sat 5:30-6pm & other times during week; ON FILM; new title for second and third runs of films produced by MCA's Revue Productions.

WCBS-TV(Ch 2) NY - Journey Through Life; DEBUT March 30; Mon thru Fri 1-1:30pm; Sustaining; Pkgr-Prod - Robert Jennings; Dir - Frank Moriarty, WCBS-TV; Tom Reddy will MC new human interest series, with three or four married couples appearing daily to tell a story about their married life; after relating their stories, the couples will have a chance to win prizes.

New Schedule March 30; Mon thru Fri;
7:20-7:30am - News and Prevues; 7:30-7:45am - Telecomics; 7:45-8am - Time For Beany; 8-9am - Kovacs Unlimited; 9-9:30am - Margaret Arlen Program. Remainder of morning schedule remains as is.

WNBT(Ch 4) NY - Good News Reel; DEBUT March 30; Mon thru Fri 9:55-10am; Sustaining; Nick Kenny will present his recollections of people and places, using film, pictures and cartoons. In addition to these, he will read some of his own poems for which he is famous.

Inside TV; HIGHLIGHT March 29; Sun 12:15-12:30pm; Prod-Dir - Steve Krantz, WNBT; Ben Grauer will quiz Milton Berle on his personal views of TV since its inception. Program will mark the first issue of the newly-expanded "TV Guide" magazine.

WOR-TV(Ch 9)
New York

- History in the Making; DEBUT March 28; Sat 2:45-3pm; Sustaining; Prod - Richard Tobin; Dir - Dick Blue; newscaster-analyst Richard Tobin will do a recap of the week's highlights in international, domestic and local news events, as well as the latest bulletins; Phil Tonken will be Tobin's associate, presenting the latest in weather conditions and forecasts.

Inside Times Square; DEBUT March 30; Mon, Tue, Wed & Fri 11-11:30pm; Sponsor - The Times Square Stores of NY thru Robert Whitehill, Inc. Pkgr - Sandy Howard - an Alan Charles Presentation; Prod-Dir - Hank Leeds; Assoc Prod - Dale Donnenberg; Ray Heatherton, known as the star of the Merry Mailman program, will act as singing MC for the new variety program, which will have a different format each night.

WPIX(Ch 11)
NY

- The Drama of the Seder; HIGHLIGHT March 29; Sun 3-3:30pm; Sponsor - General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc; Prod - Sholom Rubinstein, for Joseph Jacobs Advertising and Merchandising, Inc. Script - Rubinstein & Sam Dann; Dir - Mike Meltzer, WPIX; a dramatization of the annual Passover feast will have Murray White, singer, of the team of Wyman and White, heading the cast, with Selma Halpern, Marilyn Holdberg, Merrill Joels and Kerry Joels. The Instant Maxwell House Choir will provide music.

Big Joe's Happiness Exchange; DEBUT March 29; Sun 11pm-12m; Sustaining; Pkgr-Prod - Manny Rosenberg; Dir - Ted Estabrook, WPIX; Joseph Rosenfield, Jr., returns to TV with his cracker-barrel philosophy which is to "be happy by giving happiness to others less fortunate than you. W.C. Handy, blind blues composer, will guest on March 29.

WAAM(Ch 13)
Baltimore

- TV Auto Auction; DEBUT March 28; Sat 4-5pm; Sponsor - Chrysler Dealers of Baltimore; Dir - Paul Kane; auctioneer Sam Rae will present six choice automobile bargains from the showrooms of the Chrysler dealers. Featured on the program will be Melvin Price and his Santa Fe Rangers and the Hi-Timers, musical groups; and Phyllis Leftwich, singer.

KTTV(Ch 11)
Los Angeles

- Voluntarily Speaking; DEBUT March 22; Sun 12n-12:15pm; Presented as a public service by the four Junior Leagues of Southern California; program features interviews with noted guests and demonstrations of the many projects in which the Junior League is active.

Star Shoppers -- With Bill Welsh; DEBUT March 23; Mon thru Fri 2-2:30pm; new remote program series orginates from different markets in the Los Angeles area, bringing to viewers the various shopping values of the day in each particular markets; format will also include contests and guest interviews.

WFIL-TV(Ch 6)
Philadelphia

- The Radio & Television Divison of Temple University is conducting a semester's course in television production in the new WFIL-TV studios as a part of the University's broadcasting course. Classes are held each Friday from 3-6pm, with students engaging in actual television productions via closed circuit.

WPTZ(Ch 3)
Phila.

The Esso Reporter; DEBUT April 6; Mon thru Fri 7-7:15pm; Sponsor - Esso Standard Oil thru Marschalk & Pratt(NY); Dick McCutchen will be the commentator on nightly news program, heard on radio for many years.

WNBW(Ch 4) Wash., D.C. - Midday Comics; DEBUT March 30; Mon thru Fri 12n-12:30pm; Sustaining; Prod - Joseph Brown; Eddie McIntrye, pianist and organist, provides the narration and musical background for comedy films in the old style nickelodeon manner.

FILM DIGEST

THE DOCTOR BECOMES THE VISITOR AS NBC-TV PLANS SYNDICATION of second runs of the Marion Parsonnet produced half-hour dramatic series. Sponsored on NBC-TV (Sun 10-10:30pm) by Procter & Gamble since the program's debut on August 24, 1952, the film series will be available soon for local or regional sponsorship, and either way at local cost.

TIME FOR BEANY CHARACTERS USED IN 3-D MOTION PICTURE introduction of Arch Oboler's "Bwana Devil." "Beany" and "Cecil," the stars of the children's puppet shows, are featured. Recent sales of the program bring the total number of markets carrying it to 22, representing over 49% of the country's present television set circulation. Paramount Television Productions distributes the Bob Clampett films.

SCREEN GEMS PILOT FILM FOR THE LAW STRIKES BACK, a half-hour TV film series of unrelated dramatic episodes, is scheduled to go into production on April 14. Michae Michael Kraike is the producer.

CRAIG KENNEDY, CRIMINOLOGIST SOLD FOR LOCAL SHOWINGS IN HOUSTON over KPRC-TV, Sundays, 10-10:30pm, starting April 26. Produced by Adrian Weiss Prodns, and distributed by Louis Weiss & Co., the first-run rights to 26 of the films were purchased by the Pontiac Dealers of Houston thru Kamin Advertising.

NEWS REPORT

MULTIPULSE LISTS TEN TOP PROGRAM TYPES FOR FEBRUARY, with Comedy-Variety shows heading the list with an average rating of 29.6. President Eisenhower's State of the Union Message followed with 22.5; Situation Comedy, 22.1; Drama & Mysteries, 18.8; Talent, 18.6; Boxing, 17.3; Musical Variety, 14.1; Feature Films, 11.9; Kid Shows, 11.8 and Quiz-Audience Participation, 10.6. Total TV time for the February survey week (Feb 1-7) was 2% greater than the level for the preceding month, and almost exactly the same as February, 1952. The most frequently telecast program type in February, 1952 was Daytime Variety, which is now in 3rd place.

HOOPERADE OF TV STARS FOR FEBRUARY gave I Love Lucy first place in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, which jointly serve 42.3% of the nation's television sets. In addition, Dragnet, You Bet Your Life and Colgate Comedy Hour place on the "First Fifteen" in all six cities. Talent Scouts placed second in all cities except Los Angeles; Godfrey & Friends was on the list in all cities except Los Angeles; Our Miss Brooks failed to place in Detroit, and What's My Line? missed out in Boston.

ABC PLANNING RADIO-TV CENTER FOR SAN FRANCISCO, and will soon start alterations, estimated at $1,500,000, on a four-story building, originally purchased in July, 1951. The property, on Golden Gate Avenue, in downtown San Francisco, will provide studio and office space for all ABC personnel in San Francisco, and will serve its owned stations, KGO & KGO-TV. The current transmitter site on Mount Sutro will be retained.

NEW TALENT CONTRACTS ANNOUNCED BY 3 NETWORKS. Within the past week, four top entertainment world names have been signed to long-term contracts by ABC, CBS & NBC. ABC has signed Ray Bolger and Danny Thomas, CBS has contracted Edgar Bergen, and NBC's new contractee is Celeste Holm. Both Bolger and Thomas will have their own half-hour show, produced on film in Hollywood. Bergen is expected to do an estimated five CBS-TV programs in the '53-'54 season, and will also continue with his Sunday night radio appearances on the network. Miss Holm will star in a series which which will utilize her talents as actress, singer and comedienne.

NEW STATION AFFILIATIONS: To ABC-TV: WEEK-TV(Ch 43), Peoria, Ill., on March 8, owned by the West Central Broadcasting Co., Fred C. Mueller is General Manager; WBAY-TV(Ch 2), Green Bay, Wis., owned by WBAY, Inc., Hardn R. Evans is General Manager; KEYT(Ch 3), Santa Barbara, Calif. owned by the Santa Barbara Broadcasting & Television Corporation, Colin Selph is Manager. To CBS-TV: KWFT-TV(Ch 6), Wichita Falls, Texas, owned by Wichita Falls Television, Inc., Kenyon Brown is president and general manager. This marks the 100th network affiliate of the CBS-TV network, and the 36th to be added since the lifting of the freeze last July ABC's three additions bring their total number of affiliates to 98. To DuMont: KRTV(Ch 17), Little Rock, Ark; WCSC-TV(Ch 5), Charleston, S.C.; WBUF-TV(Ch 17), Buffalo, NY: WFTV(Ch 38), Duluth-Superior, Minn; WATR-TV(Ch 53), Waterbury, Conn; KWFT-TV(Ch 6), Wichita Falls, Texas & WHYN-TV(Ch 55), Springfield-Holyoke, Mass.

PERSONNEL CHANGES: Samuel Carter III, radio & TV commercial supervisor of Sullivan, Stauffer, Colwell & Bayles, has been elected a vice-president of the agency. Formerly with J. Walter Thompson, Mr. Carter joined SSC&B in 1948..... Ronald Alexander, author of the current Broadway hit, "Time Out For Ginger," has been signed as the first member of a creative group organized by CBS-TV to develop new program ideas.....Al Reibling has been promoted to the post of manager of the radio-TV department of the Kudner Agency, succeeding Hank Ladd who was moved up to general supervisor of the department. Gene Murray has returned to the agency as art director in charge of TV art.....Thaine Engle, formerly director of publicity, promotion and merchandising for WBAP & WBAP-TV, Fort Worth, Texas, has been named supervisor of TV promotion at NBC-TV, New York.

Sam Henry, Jr., formerly a vice president of Robert W. Orr & Associates, New York, has joined ABC-TV as an account executive in the network sales department.....Nevin Paskow, formerly in charge of Paramount's TV film service department, has been named a Sales Account Executive of Paramount Television Productions, Inc.....Wilbert A. Perry has been appointed manager of the broadcasting department of Leo Burnett Co. of Canada in Toronto. He was formerly an assistant radio-TV supervisor for Young & Rubicam in the same city.....Kenneth G. Manuel, director of radio & TV for D. P. Brother & Co., has been elected a vice president of the agency.....

Roger S. Underhill, sales manager of WJIM-TV, Lansing, Mich., has resigned to join WILS-TV, Lansing, as assistant commercial manager..... William T. Heaton has been appointed to the newly-created position of Merchandising Field Representative for Station KTTV, Los Angeles.....Harry Lockhart has resigned as program director of WKYW, Louisville, to join WAVE-TV, same city, as director of records and transcriptions.....Adrian Roberts, who heads his own public relations firm in Hollywood, has joined KNBH, NBC's Los Angeles station, as assistant promotion manager. He succeeds Pace Woods.....Frank White, president of NBC, has been elected to the board of directors of the Better Business Bureau of New York, succeeding ABC president Robert E. Kintner.....Mary Dunlavey, chief timebuyer for the Harry B. Cohen Advertising Agency in NY, has been promoted to radio-television media director, effective immediately.

PROGRAM	NET TIME(EST)	TALENT ROSTER

Most of the shows on March 27, 28, 29 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 3. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (S), musician (M).

		FRIDAY MARCH 27
Mama (Peggy Wood)	CBS 8pm	Papa & His Invention - (O) by Gordon Webber; with regulars & Jock MacGregor, Harrison Dowd
RCA Victor Show (Dennis Day)	NBC 8pm	regulars & Irene Ryan (C) (FROM HOLLYWOOD)
Dark Of Night (Carl Low)	DuM 8:30	Barry Thompson, Jean Moody, Arlene Walker, Peter Turgeon, Jack Klugman, Malcolm Beggs (SW & SD)
Aldrich Family (Bobby Ellis)	NBC 9:30	Cherchez La Femme Fatale - (O) by Larry Marks; with regulars & Catharine Doucet, Dorothy Long, Raymond Van Sickle, Bill Penn; (SD)
Tales Of Tomorrow	ABC 9:30	Ghost Writer - (O) by Mann Rubin; with Leslie Nielsen, Gaby Rodgers, Murray Matheson, Harry Mehaffey; (SD)
		SATURDAY MARCH 28
The Big Top (Jack Sterling)	CBS 12N	Madame Claude Valois, The Trampoloonies, Hanel & Co. (casting bar)
Stork Club (Sherman Billingsley)	CBS 7pm	Janis Carter, Richard Whorf
Jackie Gleason	CBS 8pm	Mel Torme (S)
All Star Revue (Ben Blue)	NBC 8pm	kill: Paulette Goddard; add: Dorothy Lamour, Mickey Rooney, Connie Haines (S) (FROM H'WOOD)
This Is Show Business (Clifton Fadiman)	CBS 9pm	Glenda Farrell, guest panelist; Senor Wences (ventriloquist), Doretta Morrow (S), Hoctor & Byrd (D)
Your Show Of Shows (Caesar & Coca)	NBC 9pm	Wendell Corey, guest host; add: Harry Snow (S) replacing Bill Hayes in regular company
		SUNDAY MARCH 29
Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 3pm	The Decision - (O) by Jerome Coopersmith; with Noel Leslie, James Bender, Marian Brash, Donald Curtis; (SD)
Omnibus (Alistair Cooke)	CBS 4:30	Lord Byron's Love Letter - (O) by Tennessee Williams; with Ethel Barrymore, Patricia Collinge, Nydia Westman, John C. Becher; 135th Street - book by B.G. de Sylva, music by George Gershwin; with Elta Warren, Lorenzo Fuller, Raun Spearman, Jimmy Rushing, Bill Dillard, Warren Coleman; Conductor - George Bassman; Staged by Valerie Bettis; Dir by Seymour Robbie; Discussion of Lincoln & Ann Rutledge with film clips from Mr. Lincoln, by Allen Nevins, James Agee, Cooke

SUNDAY MARCH 29 (Cont'd)

Super Circus (Claude Kirchner)	ABC 5pm	The Hawthorne Bears, Jack Gwynne (magic), Wilfred Mae Trio (hoop-rollers), The Boginos (risley), Rogini (juggler)
Hllmk Hall Of Fame (Sarah Churchill)	NBC 5pm	A Queen Is Born - (O) by Robert Mason Pollock; with Sarah Churchill, Stanley Lemin, Scott McKay, Arthur Tenning, Dorothy Blackburn, Stephen Courtleigh, Byron Sanders; (SD)
You Are There (Walter Cronkite)	CBS 6pm	A Witch Trial In Salem - (O) by Kate Nickerson; with Vinton Hayworth, Albert Culp, Bart Burns, Milton Selzer, Mark Rydell, John Boruff, Ruth McDevitt, Joseph Anthony, Victor Thorley, Ken Konopka, Janet Paul; (SD)
Roy Rogers (& Dale Evans)	NBC 6:30	Pat Brady, Norman Levitt, Steve Pendleton, George Douglas, Denver Pyle, Harry Harvey, Russ Scott (FILM, SW & SD)
Mr. Peepers (Wally Cox)	NBC 7:30	regulars & Helen Ray, Jane Surrey, Charlotte Knight; (SW) by Robert Alan Aurthur, Hal Keith
Rocky King, Detective (Roscoe Karns & Earl Hammond)	DuM 9pm	The Lethal Ratio - (O) by E.M. Davis; with Jim Nolan, Somer Alberg, Mary Best, John Holden, Mary Jackson; (SD)
Arthur Murray Party (Kathryn Murray	DuM 10pm	kill: Smokey, The Wonder Horse; add: Edith Adams (S), Bil & Cora Baird (puppeteers); Artie James (skater), The Modernaires (S)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Prison With The Open Door - Author Unknown; with Adolphe Menjou, Frances Rafferty, Paul Harvey; Dir by Eddie Davis (FILM)

MONDAY MARCH 30

Hollywood Screen Test (Neil Hamilton)	ABC 7:30	"Foster" Joe - with Stuart Erwin, Helen Shields, Mary Michael, Jose Perez; (SW & SD)
I Am The Law (George Raft)	DuM 8pm	The South American Money And The General's Coffin - with Marvin Miller (SW & SD, FILM)
Paul Winchell & Jerry Mahoney	NBC 8pm	Winchell & Mahoney return; Sinclair & Spaulding (D)
Voice Of Firestone (Howard Barlow)	NBC 8:30	Eleanor Steber (soprano)
Arthur Godfrey's Talent Scouts	CBS 8:30	Dennis Harrison (S), Rose Marie Cerra (M), Louise A. Castagna (S)
Eye Witness	NBC 9pm	The Cruel Clinic - (O) by Arthur Gordon (The Cruel Clinic Of Dr. Schmidt), (A) by Irving Gaynor Neiman; with Mercer McLeod, Harry Townes, Eric Dressler, Gregory Morton, Dorothy Elder, Rosemary Pettit, Harold Gary; (SD) by Perry Lafferty (PREMIERE)
The Big Idea (Donn Bennett)	DuM 9pm	Edward Holmes, Elaine Ellis

MONDAY MARCH 30 (Cont'd)

Robert Montgomery	NBC 9:30	The Burden Of Proof - (O) by Edward Grierson, (A) by Gerald Savory; with Boris Karloff, Michael Wager, Patricia Wheel, Elizabeth Eustis, Isobel Elsom, Rex O'Malley, Horace Braham, A.J. Herbert, Guy Spaull, Felix Deebank, Byron Russell, Neil Fitzgerald, Oswald Marshall, Norman Barr; (SD) by Herbert Bayard Swope, Jr.
Red Buttons	CBS 9:30	Mimi Benzell (S), Werner Klemperer, Tom Mahoney, Richard Bishop, Judy Sinclair & regulars
Studio One	CBS 10pm	At Midnight On the 31st Of March - (O) by Josephine Young Case, (A) by Robert Anderson; with June Lockhart, Anthony Ross, Paul Tripp, Marian Seldes, Lamont Johnson, Gloria Stroock, Andrew Duggan, John Shellie , Frank Behrens, Joe Maross, Alfred Catal, Jared Reed, Bruce Drury;(SD)
Who Said That? (Walter Kiernan)	NBC 10:30	H. V. Kaltenborn, Deems Taylor (critic), Dagmar (NET EXCEPT WNBT)

TUESDAY MARCH 31

Texaco Star Theater (Milton Berle)	NBC 8pm	Pfc. Eddie Fisher (S), Charles Coburn, Denise Darcel & regulars
Crime Syndicated	CBS 9pm	Asylum - (O) by Stanley Silverman; with Lawrence Fletcher, Rod Steiger, Mario Gallo, Stephen Gethers; (SD)
Fireside Theater (Frank Wisbar)	NBC 9pm	A Man Of Peace - (O) by Lawrence Williams, (A) by F. M. Davison; with Ralph Faulkner, Glase Lohman, Robert Arthur, Simon Deburgh, Peter Bourne, Leonard Nimoy, Hermine Sterler; (SD, FILM)
Armstrong o Theater	NBC 9:30	Transfusion - (O) by Michelle Cousin; with Murray Hamilton, James Gregory, Kathleen McLean, Lonny Chapman, Sally Gracie; (SD)
Suspense	CBS 9:30	Death In The Cave - (O) by Halsted Welles; with Zachary Scott, David Clarke, Halliwell Hobbes, Frances Reid; (SD)
Danger	CBS 10pm	Inside Straight - (O) by Jay Presson; with Veronica Lake, Noel Leslie, James Daly, Carol Veazie, Logan Ramsey, Robert Lieb, Stephen Elliott, Dorothy Reid

WEDNESDAY APRIL 1

A Date With Judy (Mary Linn Beller)	ABC 7:30	regulars & Gerrianne Raphael, James Lee; (SW & SD)
Cavalcade Of America	NBC 8:30	The Indomitable Blacksmith - (O) by Warner Law; with Whitfield Connor, Peggy Webber, Frank Ferguson, Katherine Warren; Dir by William J Thiele (FILM)
Kraft TV Theater	NBC 9pm	The Summer Place - (O) by James Costigan; with Blanche Yurka, Will Hare, Joan Gray, William Harrigan, John Newland, Edith Gresham, Arnold Moss; (SD) by Maury Holland

WEDNDESDAY APRIL 1 (Cont'd)

Man Against Crime (Ralph Bellamy)	CBS 9:30	Hitch Heisters - (O) by Stanley Niss; with Mason Curry, S. McCaulley, Dolores Sutton, Lauren Gilbert, V. Van Lynn, Calvin Thomas, Pat Sales; (SD,FILM)
Douglas Fairbanks	WNBT 10:30	Foolish Notion - (O) by Gabrielle Upton; with Barbara Mullens, Clifford Evans, Avice Landone, Derek Rowe; Dir by Charles Saunders (FILM)

THURSDAY APRIL 2

T Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Grand Slam - (O) by Jack Finke; with Vinton Hayworth, Constance Ford, Dean Harens, Harrison Dowd, Jim Nolan, Theo Goetz, Charles Randall, Calvin Thomas; (SD)
Lux Video Theater	CBS 9pm	The Brooch - (O) by William Faulkner; with Dan Duryea, Sally Forrest, Mildred Natwick, Margaret Wycherly; (SD) by Fielder Cook
Ford Theater	NBC 9:30	To Any Soldier - Author unknown; with Edmond O'Brien, Stanley Clements, Donald Gordon, Horace McMahon, Adam Williams, William Lundmark, Helen Wallace, Richard Wessel, John Duncan, Jimmy Lloyd (FILM)
Martin Kane (Lee Tracy)	NBC 10pm	Danny Dayton, Cliff Norton, Louise Albritton, Judith Braun, Luis van Rooten
I've Got A Secret (Garry Moore)	CBS 10:30	June Havoc, guest; panel: Faye Emerson, Henry Morgan, Jayne Meadows, Bill Cullen
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F I In The Fall Of Troy - (O) by Paul Monash; with Gosta Pruzelius, Gaby Stenberg, Claes Thelander; Dir by Marcel Cravenne (FILM)

FRIDAY APRIL 3

Schlitz Playhouse	CBS 9pm	The Governess - (O) by Therese Lewis, (A) by T. Lewis & Jean Graham; with Ellen Drew, Lillian Bronson, Onslow Stevens, Sue Carlton, George Noise, Maura Murphy, Florence Ravenel, Jeffrey Pritchard, Sheila Clark; (SD) by Rod Amateau (FILM)
Big Story	NBC 9pm	Arthur Pflanz, Utica, NY Observer-Dispatch - (O) by Alvin Boretz; with Henry Jones, Mary Bell, Marian Leeds, Geoffrey Bryant, Wyatt Cooper, Wright King, Janet Hartmann; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 27 THROUGH FRIDAY APRIL 3

Strike It Rich (Warren Hull)	CBS 11:30	M - Geraldine Page; F - Elliott Caplin (publisher)
Garry Moore	CBS 1:30	W - Jimmy Edmondson (Prof. Backwards, spelling expert); Thu - Robert Clary (S)
Art Linkletter's House Party	CBS 2:30	F 3/27 - Perc Westmore (make-up); Beginning Mon. Jack Slattery substitutes for vacationing Linkletter; W - Connie Moore (S)

One Woman's Story	WABD 2:45	M thru F - The Third Rose - (O) by Chris Riland, with Wendy Waldron; (SD)
Kate Smith	NBC 4pm	F - Eddie Heywood Trio (M), Singers of Israel headed by Cantor Samuel Malevsky; M - The Kateds (D), The Katydids (S), Nat "King" Cole (S), The Story Princess; Tue - Stuffy Bryant (D), The Easter Lily - (O) by Brice Howard with Berry Kroeger; The Lakewood Ohio H.S. Chorus; W - Barbara Carroll Trio (M), Dorothy Daye & Fashion Show, Charlton Heston & clip from his film Pony Express; Thu - King Odum Quartet (S), The Billy May Orchestra; F - The Kateds, The Katydids
Do You Want To Be A*? (Fred Robbins)	WOR 7pm	F 3/27 - Geraldine Page, Oscar Kosarin (musical director), George Randolph (producer), Dick Dixon (Roxy staff)
Broadway Camera	WPIX 7:15	F 3/27 - Lisa Ferraday
Short, Short Drama (Ruth Woods)	NBC 7:15	Tu - Follow-Up - (O) by Carol Gluck & Manya Starr; with Frank Albertson, Joseph Anthony, Bernard Burke, Robert Christopher, Roland Wood, Anita Anton; Dir by Will Jason; Thu - The Winning Ticket - (O) by Stephen Gethers; with Wright King, June Dayton, Larry Haines, Tommy Nello (FILM)
Broadway TV Theater	WOR 7:30	M thru Sun - George & Margaret - (O) by Gerald Savory; with Ernest Truex, Sylvia Field, Ernest Graves, Mary Johnson, Ray Boyle, Helen Warnow, Hugh Thomas, Frances Hidden; Staged by Savory; TV Dir by Robert Blum
Perry Como	CBS 7:45	W - Karen Chandler (S)
Jane Froman	CBS 7:45	Tue - Larry Douglas (S)
Mono-Drama Theater	WABD 11:15	M thru F - In A Lonely Doorway - (O) by Tom Rourke, with Stewart Bradley (SD)

SATURDAY APRIL 4

All Star Revue (George Jessel)	NBC 8pm	Eddie Cantor (C), Gloria De Haven (S), Fred Allen (C); (SW) by Mannie Manheim, Sam Carlton, Jessel; Prod & Dir by Joseph Santley (FROM HWD)
Jackie Gleason	CBS 8pm	Jan Peerce (S)
This Is Show Business (Clifton Fadiman)	CBS 9pm	Jacqueline Susann, guest panelist; performers: Nat "King" Cole (S), Nora Kaye (D), George DeWitt (C)

SUNDAY APRIL 5

Private Secretary (Ann Sothern)	CBS 7:30	regulars & Franklin Pangborn (FILM, SW &SD)
Opera Cameos	WPIX 7:30	Cavalleria Rusticana - by Leoncavallo; with Rina Telli, Jon Crain, Richard Torigi, Martha Lipton (All S)
Arthur Murray Party (Kathryn Murray)	DuM 10pm	Charles Coburn, Peter Birch (D)

TALENT AVAILABILITIES

NEW YORK

ANN AYARS - City Center soprano - AGT: NCAC, PL 9-6000

EDDIE BRACKEN - film comedian - AGT: Wm Morris, JU 6-5100

MINDY CARSON - singer - AGT: GAC, CI 7-7550

EILEEN FARRELL - resuming concert appearances - AGT: Columbia Artists, CI 7-6900

SALLY FORREST - film actress - AGT: Wm Morris

DANNY KAYE - Palace headliner - AGT: Wm Morris

MIKE KELLIN - young character actor - AGT: George Morris, MU 8-0960

LISA KIRK - singer - AGT: Wm Morris

ELENA NIKOLAIDI - Met contralto - AGT: Columbia Artists

WALTER SLEZAK - film comedian featured in My 3 Angels - PRESS: George Ross, BR 9-5906

SMOKEY, THE WONDER HORSE - AGT: Milt Blackstone, EL 5-1540

ERNEST TRUEX - comedy favorite - AGT: George Baxt, OX 5-2364

ELI WALLACH - featured player in Camino Real - PRESS: Ben Washer, PL 7-1874

LAWRENCE WINTERS - baritone of the City Center - AGT: NCAC

IVA WITHERS - now featured in Guys & Dolls PRESS: Karl Bernstein, CI 6-0427

OTHER CITIES

(All phone numbers below are NY)

PHILADELPHIA

NAT "KING" COLE - appearing at the Arena on April 9 - AGT: GAC, CI 7-7550

DOROTHY DANDRIDGE - opens April 2 at the Latin Casino - AGT: MCA, PL 9-7500

OSCAR KARLWEIS - scheduled to star in Affairs of Anatol for Penn Valley Players - AGT: Liebling-Wood, VA 6-3714

TERRI STEVENS - Star Mgt, BA 4-0910

SARAH VAUGHN - slated for the Arena, April 9 - Gale Agency, PL 7-7100

ROCHESTER

BILLY GILBERT - opens April 13 at the Triton Hotel - MGT: David L. Shapiro, AL 4-1077

STEPHEN KEMALYAN - baritone - AGT: Columbia Artists, CI 7-6900

CAMILLA WILLIAMS - Soprano star, New York City Opera Co. - AGT: Columbia Artists

BOSTON

VING MERLIN & HIS VIOLINS - opening at the opening at the Copley-Sheraton: MGT: Mercury Artists, LU 2-1690

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: March 29-April 4

		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-12 noon	Live	1½	1*	7 3/4	4	1	--	11	4
	Film	--	¼	½	--	--	--	--	5
12 noon-6:00 pm	Live	2½	1	18½	10	5½	6 3/4	14 3/4	4
	Film	--	--	--	--	--	--	1¼	1
6:00 pm-time off	Live	8	7¼*	18*	2½	13¼	6¼	15 3/4	1 3/4
	Film	2¼	5 3/4	7	--	1	½	7¼	--
TOTALS	LIVE	12	9¼*	44¼*	16½	19 3/4	13	41½	9 3/4
	FILM	2¼	6	7½	--	1	½	8½	6

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of March 29-April 4

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	97	27	33¼	1¼	30 3/4
New York City	WCBS (C)	113¼	65 3/4	11¼	1¼	22 3/4
New York City	WABD (D)	92¼	34¼	17 3/4	3	29½
New York City	WNBT (N)	120¼	57	28	2½	19 3/4
New York City	WPIX (I)	74	--	30½	3/4	40

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.
* Movie features and shorts not originally made for TV, excluding news and sports-reels.

APRIL 5-11, 1953

VOLUME 5 NUMBER 14

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(5)

ABC - 1-2pm; HIGHLIGHT; Easter 1953; from WABC-TV(New York) & WMAL-TV(Washington, D.C.) to the net; Sustaining; Maggi McNellis and Reginald Gardiner will conduct brief interviews with New York society leaders and other celebrities, with Bryson Rash and Austine Cassini (Mrs. William Randolph Hearst. Jr.) greeting leading Washington citizens en route to brunch at the Mayflower Hotel.

CBS - 10:45am-12:15pm; HIGHLIGHT; Solemn Pontifical Mass; from WBBM-TV(Chicago) to the net; Sustaining; Samuel Cardinal Stritch celebrates the Mass from the Cathedral of the Holy Name in Chicago, with music sung by the Cardinal's Cathedral Choristers of 92 voices and the Quigley Seminary Plain Chant Choir.

CBS - 1-2pm; HIGHLIGHT; Easter -- Then and Now; from WCBS-TV(NY) to 27 sta & 1 kine; Sponsor - U. S. Time Corp(½ hour)thru Hirshon-Garfield; Prod - John Peyser; Asst Prod - Stanley Silverman; Dirs - Byron Paul & Lloyd Gross; Charles Collingwood will report on New York's Easter Parade with the help of Frederick Lewis Allen and Cleveland Amory, who will describe changes that have taken place since the turn of the century. Ann Rutherford will be MC for portion of broadcast originating in the Terrace Room of the Hotel Plaza, which will feature an interview of UN children by Yul Brynner; others who are scheduled to participate are Geraldine Page, Mrs. Clarence Day, Sally Forrest (giving fashion commentary), Mike Wallace, Buff Cobb, Bert Lytell, Ilona Massey and the Harlem Abyssinian Baptist Church Choir.

NBC - 11am-12:30pm; HIGHLIGHT; High Pontifical Mass; from WLW-T(Cincinnati) to the net; Sustaining; the Easter Sunday service will be from St. Monica's Basilica in Cincinnati.

NBC - 12:30-1:30pm; HIGHLIGHT; Easter in New York; from WNBT(NY) to the net; Sustaining; Prod - William Garden; Dir - Jack Mills; an international children's fashion show, on the Palazzo d'Italia roof garden above 5th Avenue, opposite St. Patrick's Cathedral, highlights the program. Frank Blair will be host, with Eleanor Lambert, director of the Couture Group of the New York Dress Institute, serving as commentator as 14 top fashion models show new styles in adult fashions. In addition to modeling the latest in children's fashions, the youngsters, ranging in age from three to seven, and including children from China, the Philippines, India, Pakistan and the United States, will participate in an egg hunt.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Sun(5)

NBC - 5:30-5:45pm; DEBUT; Sightseeing With The Swayzes; from WNBT(NY) ON FILM to 14 sta & 36 spots; Sponsor - Fram Corporation(Oil, Air, Fuel & Water Filters) thru VanSant, Dugdale & Co., Inc. (Baltimore); Agcy Superv-Script Ed-Writer - Robert V. Walsh; Film Prod - Robert Lawrence Productions, Inc., NY; Prod Superv - Jerry Maticka; John Cameron Swayze and his wife, "Tuffie," narrate travel programs, with the series also including sound made on location at selected spots; emphasizing travel by automobile, it shows a typical American family on a Summer vacation, visiting points of interest in America; the Swayzes were accompanied by their children, Suzanne, 16, and John, Jr., 19.

Mon(6)

ABC - 8:30-9:30pm; HIGHLIGHT; Metropolitan Opera Jamboree; from WABC-TV(NY) to the net; Sustaining; Prod - Henry Souvaine, in cooperation with the Metropolitan Opera Association; Dir - Marshall Diskin; special program will be presented in the interest of the Metropolitan Opera Fund, with Milton Cross, Deems Taylor and Howard Dietz serving as MC's; Fausto Cleva and Max Rudolf will be the conductors of the ABC Symphony Orchestra; singers who will perform in excerpts from operas include Licia Albanese, Lucine Amara, Salvatore Baccaloni, Eugene Conley, Mario Del Monaco, George London, Zinka Milanov, Roberta Peters, Brian Sullivan, Blanche Thebom, Richard Tucker and Frank Valentino, all of the Metropolitan Opera, and Leontyne Price, appearing as "Bess" in the current revival of Gershwin's "Porgy and Bess." Program will be simulcast, with the radio version extending to 10pm.

DuM - 8:30-9pm; HIGHLIGHT SERIES; "A British Look At American Science" - on Johns Hopkins Science Review; from WAAM(Baltimore) to the net; Sustaining; Prod - Lynn Poole; Dirs - Paul Kane & Ed Sarrow; special tri-part series will have Andrew Miller Jones, BBC producer, as host; first program will have Sir Roger Makins, British Ambassador to the United States, as special guest. Series follows last year's visit to England of the program.

Tue(7)

CBS - 9:30-10pm; HIGHLIGHT; Easter Parade of Stars Automobile Show; from WCBS-TV(NY) to 24 sta&11 kine; Sponsor - Electric Auto-Lite Company thru Cecil & Presbrey; Prod - Ezra Stone; special program, replacing Suspense this date only, will have Irene Dunne as MC for an auto show at the Waldorf-Astoria Hotel in NY, featuring 40 of the newest model cars by America's leading manufacturers, to be demonstrated by officials of the various companies. Others who will appear are Robert Merrill, Peter Birch and his dancers and Elliot Lawrence and his orchestra. Royce G. Martin, President and Chairman of the Board of the Electric Auto-Lite Company, will help Miss Dunne interview the automobile company executives whose exhibits will be seen.

DuM - 8:30-9pm; NEW TITLE; The Big Issue; from WTTG(Wash,DC)to net; Sustaining; Prod - Lawrence Spivak and Martha Rountree; Dir - Vic Guidice; public affairs program was formerly titled Keep Posted, and was formerly sponsored by Curtis Publishing Co(Saturday Evening Post, Holiday & Ladies' Home Journal) thru Batten, Barton, Durstine & Osborn.

Wed(8)

NBC - 8:30-9pm alt weeks; NEW FORMAT; Scott Music Hall; from WNBT(NY) to 19 sta&20 kine; Sponsor - Scott Paper Co thru J. Walter Thompson; Prod - Harry Herman; Dir- Buzz Kulik; Patti Page remains as sole star of the series which formerly co-featured comedian Frank Fontaine and ballerina Mary Ellen Terry. new format will feature top vocalists and recording stars in productions of musical stories.

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Thu(9)

CBS - 8-8:30pm; RETURN; Life With Luigi; from KNXT(Hwood) to the net; Sustaining; Prod - Harry Kronman; Dir - John Claar; situation comedy program returns with Vito Scotti now playing the title role, supported by Thomas Gomez, Mary Shipp and Muriel Landers. Miss Shipp is the only one retained from the original television version of the program which debuted on September 22, 1952, starring J. Carrol Naish. General Foods(Instant Maxwell House) thru Benton & Bowles, the sponsor, dropped the show the end of December, and replaced it with the Red Buttons Show in the Monday 9:30-10pm slot.

NEWLY ANNOUNCED NETWORK FUTURES

NBC - Original Amateur Hour; RETURN April 25; Sat 8:30-9pm; from WNBT(NY) to 53 sta & 7 kine; Sponsor - Pet Milk thru Gardner; Pkgr - Reemack Productions; Ted Mack's Original Amateur Hour, formerly sponsored by P. Lorillard (Old Gold Cigarettes) thru Lennen & Newell, was last seen on the network September 23, 1952.

NETWORK SPONSOR ACTIVITY

SINGER SEWING MACHINE CO thru Young & Rubicam, currently sponsoring Four Star Playhouse on CBS-TV alternate Thursdays, will take over the alternate week slot as well (currently held by Amos 'n Andy, sponsored by Blatz Beer) effective September 24. The programs are filmed in Hollywood by Don Sharpe for the advertiser.

PROCTER & GAMBLE (Lilt) thru Biow, has purchased a five-week participating sponsorship of the Jackie Gleason Show (CBS-TV Sat 8-9pm) effective May 16. THE NESTLE CO (Nescafe Instant Coffee) thru Sherman & Marquette, have already started their participation, with SCHICK, INC. remaining as the other sponsor of the program. The BRISTOL-MYERS participation ends on May 2.

AMERICAN CHICLE (Clorets Chlorophyll Gum) thru Dancer-Fitzgerald-Sample, has renewed sponsorship of Rocky King, Detective (DuM Sun 9-9:30pm) for 52 weeks, continuing until March 7, 1954.

BOYLE-MIDWAY (Autobrite) thru Geyer Advertising, has renewed sponsorship of Sports Showcase (DuM Sat 11:05-11:20pm) for 52 weeks effective April 4.

MINUTE MAID (Frozen juices) thru Ted Bates, will sponsor the Thursday portion of the Gabby Hayes Show (NBC-TV Mon thru Fri 5:15-5:30pm) starting June 11.

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LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Valentino; NEW FORMAT April 4; Sat 10:30-11pm; Sustaining; baritone Barry Valentino now appears in a waterfront bistro setting backed by such musicians as Buddy Weed, Bobby Hackett, Peanuts Hucko, Teddy Kotsaftis and Benny Mortell.

WABD(Ch 5) NY - The Local Scene; DEBUT April 7; Tue 10:30-11pm; Sustaining; Prod - Erwin Rosten; Cameron Cornell and Bob Smith will be the commentators on news show devoted exclusively to New York City's outstanding events and personalities. Replaces Week in Review, whose star, columnist Frank Conniff, is leaving for a tour of Asia.

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WCBS-TV(Ch 2) New York - This Is Charles Laughton; NEW STATION April 11; Sat 6:15-6:30pm; Sponsor - Duffy-Mott Co (Mott apple products and Sunsweet Prune Juice) thru Young & Rubicam; Film Prod - Sherman Harris Productions, H'wood; Prod - Paul Gregory; Dir - Charles Laughton; Research - Laughton & Albert Busch; filmed program was formerly seen on WABC-TV and WPIX, New York, as well as other spots throughout the country. WCBS-TV is now the only NY station carrying the program.

WNBT(Ch 4) NY - Easter in Art; HIGHLIGHT April 5; Sun 12:15-12:30pm; Presented in cooperation with the Metropolitan Museum of Art; Ben Grauer will act as host-narrator, with Miss Margueretta Salinger, lecturer at the Museum, speaking on the five masterpieces which are to be televised.

WOR-TV(Ch 9) NY - America Speaks; DEBUT April 4; Sat 10:30-11pm; Sponsors - Paper Box Makers Union, Local 300, and Laundry Workers International Union, Local 284, both AFL, of Jersey City, N.J. & outstanding manufacturers in the paper box and carton industry; Prod - Don Passante; Dir - Victor Cavaness; Don Passante will moderate new forum series on which John B. Hughes will be a permanent panelist, other panelists changing weekly. The program, presented jointly by management and labor, is designed to offer informative discussions of current problems facing American citizens. First subject is "The Korean Truce--What It Means to Our Economy," with the Honorable Ben Limb, Ambassador-at-Large to the United Nations, aiding in the discussion.

Oberlin Choir Concert; HIGHLIGHT April 5; Sun 2:30-3pm; Rev. Albert J. Penner, pastor of the Broadway Tabernacle, will deliver an Easter message on the program which presents the Oberlin College, Ohio, choir of fifty mixed voices.

Happy Felton's Knot Hole Gang; RETURN April 11; 1-1:30pm preceding Dodger Baseball Club day games & 7:30-8pm preceding night games (on Sundays, 1:30-2pm); Sponsor - Bank of the Manhattan Company thru Kenyon & Eckhardt; Pkgr-Prod - Happy Felton; popular program, featuring sandlot ballplayers working out with big league stars, returns to the air when the Dodgers meet the NY Yankees in an exhibition game.

Dodger Baseball; RETURN April 14; Sponsors - F & M Schaefer Brewing Co (Schaefer Beer) & American Tobacco Co (Lucky Strike Cigarettes), both thru Batten, Barton, Durstine & Osborn; TV Dir - Ralph Giffen; Red Barber, Connie Desmond and Vince Scully will provide the commentary for the televising of 77 home games, 53 during the day and 24 at night.

WPIX(Ch 11) NY - Easter Parade; HIGHLIGHT April 5; 11:30am-1:30pm; Sponsor - Peerless Camera Stores thru Newmark Advtg; Dir - Ted Estabrook and Mike Meltzer; covering the parade will be John Tillman, Jack McCarthy, Guy LeBow, Blanche Ravisse and Nancy Randolph; Rev. Anson Phelps, Stokes, Jr., rector of St. Bartholomew's Church, whose choir will be heard during the telecast, will give a brief message near the conclusion of the program.

Jungle Macabre; DEBUT April 6; Mon & Wed 11-11:15pm; FILM; Sponsor - Miracle Adhesives Corp (Miracle Brite Adhesive & other products) thru Cayton Advtg; Prod - Radio & Television Packagers, Inc; Dir - Fred Ladd; authentic films of jungle life will be narrated by Santos Ortega; films were prepared under technical direction of Richard I. Garton, of the American Museum of Natural History.

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WPIX(Ch 11) - Joe E. Brown Show; DEBUT April 10; 15 minutes preceding & 10 minutes
New York following Yankee games; Sponsor - R. J. Reynolds Tobacco Co (Camel & Cavalier Cigarettes) thru William Esty; well-known comedian replaces Joe DiMaggio's pre and post-game presentations of last season.

New York Yankee Games; DEBUT April 13; Sponsor - Ballantine Beer & Ale thru J. Walter Thompson; Mel Allen and Jim Woods will share the play-by-play commentary; this season, games played in other cities by the Yanks, will be carried, together with all home games; opening game is with the Washington Senators at Griffith Stadium, Washington. Pre-season exhibition game with the Brooklyn Dodgers will be seen April 10.

Clubhouse Interviews; DEBUT April 11; 10 minutes following Giant Baseball games; Sponsor - New York Lincoln-Mercury Dealers Assn thru Kenyon & Eckhardt (from April 16); Frankie Frisch will star in his own show immediately after all New York Giant home games.

New York Giant Games; DEBUT April 16; Sponsor - Chesterfield Cigarettes thru Cunningham & Walsh; Russ Hodges & Ernie Harwell will again do play-by-play; out-of-town games will be televised as well as home games; Pre-season game between the Giants and the Cleveland Indians will be seen on April 11 and 12.

FILM REPORT

MIKE MALLOY PRODUCTIONS INCORPORATES IN HOLLYWOOD, and plans to start filming 39 half-hour programs titled Mike Malloy, starring Steve Brodie. Heading the new firm are Glenn Miller, former production manager for Horace Heidt Productions, Filmcraft and Jerry Fairbanks, Inc., and Al Gannaway, New York and Hollywood TV producer. Other officers of the corporation include Steve Brodie; Fred Eggers, scenarist, formerly with MGM; Virgil Miller, cameraman who was nominated for an Academy Award this year; and Tom Hubbard, former director of productions with the Liberty network. The mystery-drama series will be produced and directed by Gannaway, with Miller acting as executive producer. Eggers and Hubbard are writing the series. Offices of the firm are temporarily located at 1600 No. LaBrea, Hollywood 28.

TELENEWS SIGNS TOMMY HENRICH FOR SPORTS FILMS NARRATION: ADDS BBC COVERAGE. Henrich's first appearance on the This Week in Sports series is set for Volume IV, Issue 15, dated April 7, 1953. One of the top names in the baseball world from 1937 to 1949, Henrich had his own sports show on WABC-TV, NY (then WJZ-TV) starting in November, 1951. Telenews has also announced that they have concluded an agreement with the British Broadcasting Corporation which provides for the interchange of film coverage of news events. Under the terms of the contract, the Telenews and BBC daily news coverage services are on a mutually available basis, with either organization able to draw at will upon the other's film supply.

RECENT LIPPERT RELEASES PURCHASED BY 3 STATIONS, with the package consisting of 26 feature films produced by Robert Lippert during 1951 and 1952, with some of the films still being seen in theatres, and consequently not available to the stations until later in the year. The three stations announced as purchasers were WCBS-TV, NY, WBNK(TV), Cleveland and WWJ-TV, Detroit.

SCREEN GEMS PUTS THE LAW STRIKES BACK INTO PRODUCTION in Hollywood, with Edmond O'Brien signed as host-narrator for the new series. Each program will be complete in itself. The first, produced by Michael Kraike and directed by Ted Post, is "The Last 30 Minutes" with Arthur Franz, Martha Vickers, George Macready and Eve Miller.

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NEWS DIGEST

TIME, INC. PURCHASES KDYL-AM & TV, SALT LAKE CITY, for an announced purchase price of $2,100,000. The deal for the purchase of the Intermountain Broadcasting and Telecasting Corp. was made in association with G. Bennett Larson, vice president and general manager of WPIX, NY independent station, who becomes stockholder, president and general manager of the new company.

IATSE WINS JURISDICTION BATTLE WITH IBEW in a dispute over the working of front and rear screen projectors by which motion picture film or slides are projected upon a screen. The Columbia Broadcasting System had filed an unfair labor practice charge with the National Labor Relations Board, who sustained the charge and found that the operation of the projector "is completely disassociated from the television camera and all other electronic equipment," and that "the operator of such projector has no need for electronic training." IATSE members had been assigned the task by CBS, but to avoid difficulties, CBS also maintained a member of IBEW at each post on a stand-by basis. Both unions are affiliated with the American Federation of Labor.

NEW CBS-TV NETWORK RATE CARD covers 100 affiliated stations. The rate card, number 9, effective April 1, 1953, shows an increase in the basic interconnected station group, a minimum requirement for all new business beginning April 1, to 33 stations. The new additions are KGUL-TV, Galveston-Houston and KTNT-TV, Tacoma-Seattle, and the promotion of WHBF-TV, Rock Island, from the Supplementary Network Group. The Class "C" rate which formerly ended at 1pm Saturdays, has been extended to 2pm, local time. The Class "B" rate will apply between 2pm and 6pm, local time. Heretofore, Class "A" rates have applied to these time periods.

NYU PLANS 18TH ANNUAL SESSION OF TELEVISION-RADIO SUMMER WORKSHOP, with classes to start June 29th. New York University's program is intended primarily for those in the radio-TV field who need additional professional training, college students wishing to take further work in undergraduate communications, and teachers of drama, speech, journalism and other related fields. The oldest college communications workshop in the country, the course is limited to 60 students each summer.

BARRY NELSON SIGNED FOR MY FAVORITE HUSBAND SERIES, the new CBS-TV program for which Joan Caulfield has already been announced. Based on a character in two original Isabel Scott Rorick books, "Mr. and Mrs. Cugat" and "Outside Eden," Nelson will play George Cooper, successful young bank executive in the domestic comedy program which is scheduled to be produced live in Hollywood, starting in September.

PERSONNEL CHANGES: Anderson Hewitt, who resigned last month as chairman of the board of Hewitt, Ogilvy, Benson & Mather, has joined Kenyon & Eckhardt as vice president, director and account supervisor.....Adrian Samish, vice president and director of the radio-TV department of Dancer-Fitzgerald-Sample, has resigned. Alvin Kabaker, vice president in charge of the Hollywood office of D-F-S, will replace Samish in the New York office.....George J. Zachary, formerly with Lennen & Newell and Felix M. Sutton, formerly with Grey Advertising, have resigned their respective positions to form a new advertising agency, Platt, Zachary & Sutton, Inc., with offices at 7 East 44th St., NYC and 31 Providence Street, Boston. The Platt-Forbes agency has been merged with the organization, with Rutherford Platt named as president of the new firm.....Dan Klugherz has been appointed Manager of Film Production for the CBS Television Network.....Ray Girardin has been appointed director of radio & TV for H. B. Humphery, Alley & Richards, Inc.....Ed Hauser, formerly with Scheideler, Beck & Werner, has been appointed radio-TV director of Lynn Baker, Inc. .....Paul Parker, Jr., formerly of Ted Bates & Co., has joined Doherty, Clifford, Steers & Shenfield, Inc., as an art director.....Irving Pichel, Hollywood producer-director-writer-actor, has been signed by Filmcraft Productions, H'wood, to direct the "Mark Twain Television Theater" series.....Ridgway Hughes has been named manager of radio and TV sales promotion at NBC.

THE LIGHT

[illegible] 1950, PRODUCERS DISTRIBUTING CORPORATION presents a 71-minute Lucy Cross, for an [illegible] price of $[illegible]. The film is the product of the International Productions and Television Corp. and was in association with G. Barnett Levin, the president and general manager of WOR, NY independent station, who became [illegible] director and general manager of the new company.

LATER THIS [illegible] PRODUCTIONS PRODUCE WITH LEVIN is a dispute over the working of [illegible] one year screen contract by which Monica plays film or video are produced [illegible] a screen. The dispute involved [illegible] Screen Actors Guild [illegible] charge with the Radio Broadcasting Industry Board, who published the [illegible] that the production of the production. It completely eliminated from the [illegible] [illegible] all other [illegible] equipment, and that the operation of such [illegible] [illegible] for [illegible] [illegible]. [illegible] and then arranged the [illegible] [illegible] [illegible]. [illegible] a [illegible] of [illegible] [illegible] [illegible]

PROGRAM	NET TIME(EST)	TALENT ROSTER

Most of the shows on April 3, 4, 5 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 10. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY APRIL 3

Mama (Peggy Wood)	CBS 8pm	Dagmar & The Drawing - (O) by Gail Ingram; with G. Albert Smith, Gene Lee, Mary Fickett; (SD)
Dark Of Night (Carl Low)	DuM 8:30	Robert Keith, Jr., Mitchell Agruss, Lois Nettleton, William A. Lee, John Stanley; (SW & SD)
Aldrich Family (Bobby Ellis)	NBC 9:30	Appointment With Bradley - (O) by Bud Grossman; with regulars & Curtis Cooksey, Janet Fox, Dortha Duckworth, Martha Randall, Ben Yaffee, Billy James; (SD)
Tales Of Tomorrow	ABC 9:30	Past Tense - (O) by Robert F. Lewine, (A) by Willie Gilbert & Jack Weinstock; with Boris Karloff, Bob Simon, Katherine Meskill, Jean Sorel, John McGovern, Allan Nourse, Patty Thomas; (SD)
Twenty Questions (Jay Jackson)	DuM 10pm	Lanny Ross (S)

SATURDAY APRIL 4

The Big Top (Jack Sterling)	CBS 12N	The Kays (high-wire), Payo & Mai (juggling), Natal (acro), Tommy & Milleur (acro), Hunt Brothers Elephants presented by Captain Roy Bush
Stork Club (Sherman Billingsley)	CBS 7pm	The Modernaires (S), Rosalind Courtright (S), Charles Coburn
Your Show Of Shows (Caesar & Coca)	NBC 9pm	Marguerite Piazza, hostess, & regulars

SUNDAY APRIL 5

Tootsie Hippodrome	ABC 12N	The Freddys (marksman team)
American Inventory	NBC 2pm	Linnaeus - (O) by John Latham & Hugh Kemp; with Kathi Norris, narrator; Michael Wager, Berry Kroeger, Bill Daniels, Malcolm Beggs, Eddie Grove, Harold McGhee; (SD)
Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 3pm	The Acquitted - (O) by Paul Tripp; with Arnold Moss, Abby Lewis, John Marley; (SD)
Kukla, Fran & Ollie	NBC 4pm	Jose Greco & 2 of his dancers
Omnibus (Alistair Cooke)	CBS 4:30	Everyman - with Burgess Meredith, Maria Riva, Joseph Schildkraut, Frank Albertson, Mildred Dunnock, Marion Seldes, Dorothy Hart, John Vivyan, Robert McQueeney, Frank Milton, Grace Albertson, Maurice Tarplin; Trip To The Moon - Geo. Melies film; Grandma Moses-(O)by A. MacLeish

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Super Circus (Claude Kirchner)	ABC 5pm	Happy Harrison's Animal Circus, Great Lalage (high rigging), The Ferreyra Sisters (perch-pole) The Vagabonders (trampoline)
Hllmk Hall Of Fame (Sarah Churchill)	NBC 5pm	The Other Wise Man - (O) by Henry Van Dyke, (A) by Harold Callen; with Wesley Addy, Humphrey Davis, Eric Sinclair, Alan Devitt, Bernard Nadell, Marian Shockley, Douglas Rodgers, Winfield Hoeny, Ted Brenner, Raymond Redman, Ann Marie Tallon; (SD)
You Are There	CBS 6pm	The Conquest Of Mexico - (O) by Jeremy Daniel; with Rusty Lane, Richard Casey, Robert Carroll, John Baragrey, Eartha Kitt, Juano Hernandez, Nehemiah Persoff, Robert Harris, Martin Gabel; (SD)
Mr. Peepers (Wally Cox)	NBC 7:30	regulars & David Orrick, , Martin Houston, David Winters, Victor Beecroft (SW & SD)
Toast Of The Town (Ed Sullivan)	CBS 7pm	Cab Calloway & cast members from Porgy & Bess, in production number; 20 Ringling Clowns; Giuseppe Baggi (artist), Notre Dame University Glee Club;Burton's Birds, Phil Jones Dancers, Gracie Fields (S)
Colgate Comedy Hour (Donald O'Connor)	NBC 8pm	Brian Aherne, Vivian Blaine (S) & O'Connor's regulars Sid Miller, Scatman Crothers, Tom D'Andrea, Hal March (SW & SD, FROM HOLLYWOOD)
Philco TV Playhouse	NBC 9pm	A Young Lady Of Property - (O) by Horton Foote; with Kim Stanley, Joanne Woodward, Margaret Barker, Fredye Marshall, Dorothy Sands, James Gregory, William Hansen; (SD) by Vincent J. Donehue
Rocky King, Detective (Roscoe Karns & Earl Hammond)	DuM 9pm	Murder Goes To College - (O) by Edmund Morris; with Ethel Remey, Doe Matthews, Carlotta Sherwood, Vera Holton, Phil Schuyler; (SD)
Plainclothes Man (Ken Lynch)	DuM 9:30	Backwash - (O) by Vera Caliste; with regulars & Jim Boles, Del Ward, Frank Marth; (SD)
Arthur Murray Party (Kathryn Murray)	DuM 10pm	Charles Coburn, Peter Birch (D); add: Lisa Kirk (S), Christine Jorgensen
The Doctor (Warner Anderson)	NBC 10pm	As The Twig Is Bent - (O) by James P. Cavanagh; with Edward Binns, Dennis Harrison, Joan Chandler, Gerald S. O'Loughlin, Barry Worth, Steve Holland, Julian Noa, Leslie Litomy, Leo Bayard, Diana Herbert (FILM)
The Web	CBS 10pm	A Cry Of Trumpets - (O) by James Costigan; with Gloria Marlowe, Tom Raynor, Bruno Wick, Ray Danton, Sid Cassell, Crahan Denton, Arthur Stenning,Penny Santon
Adolphe Menjou's Favorite Story	WNBT 10:30	The Copper Penny - with Henry Hull, Joyce MacKenzie, Ross Elliott, Janine Perreau, Charles Watts, Elsie Baker, William Vedder, Earl Hodgins, Tom Daly (SW & SD)

MONDAY APRIL 6

Hollywood Screen Test (Neil Hamilton)	ABC 7:30	Delivery Delayed - with Mary Sinclair, Alfreda Wallace, Blaine Cordner; (SW & SD)

MONDAY APRIL 6 (Cont'd)

Paul Winchell & Jerry Mahoney	NBC 8pm	Nina Varela, Diane Sinclair & Ken Spaulding (D)
Voice Of Firestone (Howard Barlow)	NBC 8:30	Jerome Hines (S)
Arthur Godfrey's Talent Scouts	CBS 8:30	Doris Mayes (S), Spotty Lickle (S), Paul Gurevich (M)
Eye Witness	NBC 9pm	Apartment 4-D - (O) by Joseph Ruscoll; with Nita Talbot, Robert Webber, Robert Keith, Jr., Nancy Sheridan, James Bender, Don Knotts, Billy Greene; (SD)
The Big Idea (Donn Bennett)	DuM 9pm	Joe Fallon, Vince O'Brien
Red Buttons	CBS 9:30	Gisele MacKenzie (S)
Talent Patrol	ABC 9:30	Bud Collyer replaces Steve Allen as MC (effective March 30)
Robert Montgomery	NBC 9:30	Second Hand Sofa - (O) by Kathleen Sproul, (A) by Jerome Ross; with Ann Rutherford, Nelson Olmsted, Beverly Roberts, E. A. Krumschmidt, Frances Greet, Donald McKee, Jean Stapleton, Ralph Hertz, Lester Lonergan, Hi Anzell, Charles Jordan, Gordon Clarke, Martin Ashe; (SD) by Norman Felton
Studio One	CBS 10pm	Shadow Of The Devil - (O) by A.J. Russell; with Mercedes McCambridge, Lin McCarthy, Zolya Talma, Peter Capell, Lillian Chauvin, Victor Varconi, Connie Lembcke, Carl Frank, Tony Brante, Michael Enserro, Tom Gorman; (SD)
Who Said That? (Walter Kiernan)	NBC 10:30	Robert Ruark (author), June Lockhart, Charles Coburn (NET EXCEPT WNBT)

TUESDAY APRIL 7

Texaco Star Theater (Milton Berle)	NBC 8pm	Laraine Day, Cesar Romero, Kathryn Murray
City Hospital (Melville Ruick)	CBS 9pm	Bernard Grant, Jean Ellin, Jay Barney, Pat Hosley
Fireside Theater (Frank Wisbar)	NBC 9pm	Cocoon - (O) by Jack Natteford & Spencer Raymond; with Barbara Brown, Madge Meredith, Robert Shayne, Dyson Foulger, Emmett Vogan, Robert Dane (SD) (FILM)
Armstrong O Theater	NBC 9:30	A Slight Case Of April - (O) by Milton Gieger; with Hildy Parks, Robert Bernard, Perry Fiske, Gradie Sutton, Joseph Leberman; (SD)
Suspense	CBS 9:30	Pre-empted by motor show
Danger	CBS 10pm	Family Jewels - (O) by Leslie Slote; with Gary Merrill, Mildred Natwick, Cloris Leachman, Oliver Thorndike, Robert Harris, Addison Richards, Anita Bayless;(SD)

WEDNESDAY APRIL 8

A Date With Judy (Mary Linn Beller)		regulars & Warren Parker, Gerald Milton, Dolores Sutton, Eeta Linden, Joan Taylor (SW & SD)
Scott Music Hall (Patti Page)	NBC 8:30	Ezio Pinza (S), Clark Brothers (D)
Kraft TV Theater	NBC 9:30	Next Of Kin - (O) by Rod Serling; with Frederic Tozere, James Daly, Jack Arthur, Pat Ferris, Ann Hillary; (SD)
Man Against Crime (Ralph Bellamy)	CBS 9:30	Free Ride - (O) by Irving Elman & Art Stark; with Herbert Ratner, Bart Burns, Stewart Bradley, Constance Clausen, Lee Phillips (SD, FILM)
Douglas Fairbanks	WNBT 10:30	The American Duel - (O) by Nelson Gidding & Robert Westerby; with Ron Randell, June Thorburne, John Heller, Christopher Lee, Carl Duering, Leslie Linder, Warren Stanhope, Derek Prentice, Jerard Heinz, Gordon Lettman, Desmond Montgomery; Dir by Lance Comfort (FILM)

THURSDAY APRIL 9

Guide Right (Don Russell)	DuM 8pm	Hal LeRoy (D), Liza Morrow (S), Bowling Air Force Band
Four Star Playhouse	CBS 8:30	Dante's Inferno - (O) by Blake Edwards; with Dick Powell, Virginia Grey, Regis Toomey; Dir by Robert Florey (FILM)
T Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Contraband Fever - (O) by Robert Sloane; with Daniel Ocko, Audrey Christie, Bruno Wick, Don Briggs, Eugene Ruymen; (SD)
Lux Video Theater	CBS 9pm	With Honor And Glory - (O) by S. Lee Pogostin; with Wendell Corey, Nancy Kelly, Louise Buckley.
Ford Theater	NBC 9:30	Just What The Doctor Ordered - (O) by Karen de Wolf; with Joanne Dru, Scott Brady, Lisa Ferraday, Ray Walker, William Yip, Caleen Calder, Gail Bonney, Patricia Tiernan (FILM)
Martin Kane (Lee Tracy)	NBC 10pm	Estelle Winwood, Phyllis Love, Tommy Nello, Donald Buka, Richard Barrows, Bonnie Edwards
I Am The Law (George Raft)	DuM 10:30	Who Killed Evelyn - with Peggie Castle (SW & SD, FILM)
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F I In The French Zone - (O) by Edward Elliot; with Georg Funkquist, Stig Jarrel Lillebil Kjellen, Gosta Pruzelinus, Foke Hamrin; Dir by Marcel Cravenne (FLM)

FRIDAY APRIL 10

Big Story (Robert Sloane)	NBC 9pm	C.D. Johnston, St. Paul Dispatch-Pioneer Press - (O) by Norman Lessing; with John Hudson, Barbara Joyce, Richard Bishop, Wyrley Birch, Crahan Denton; (SD)

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A Date With Judy (Judy Lynn Holiday)	[illegible]	[illegible] Daniel Mulvey, Melvyn Douglas, Barry Sullivan, Jeffrey Lynn (CMS-C)
Sports Nation Hall (Hall Page)	MON 8:30	Bob's Place (3), Cooky Schulman (D)
Great Gift Theater	MON 10:30	Jewel Of Pain - (C) In Jail Confines, with Frederick Tozier, Jimmy Tong, Jack Lorenz, Don Dowling, Don Dillaway, (CC)
Non Commercial Cinema (Jim Jordan Dolliver)	CMS 8:30	Jimmy Plays - (C) In Driving Rain & Bit Flood, with Thirsty Hunter, Jerry Stone, Jeanette Dowling, Conference Finance, Jim Phillips (CD) (CC)
Southern Exposure	WMUT 10:30	The Dangerous Road - (C) In Broken Ribbing a Mule-cart Marriage, with Don Blackwell, Jim Thornton, John Sailor, Charlotte Lee, Carl Jennings, Bessie Lindsey, Steven Stanford, Dave Appleton, Jerome Dunn, Jessica Lathman, Dessond Montgomery, Jim O. Jones Quartet (CMS)

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Go Go Night (Jim Lynch)	Mon Cpm	Del Lewis (D), Lisa Marvin (D), Jerry Jay Jones, Frank Lopez
Jerry Lewis Cinemania	CMS 8:30	Jerry's Wedding - (C) A Bride Struggling with Dyke Thomas, Kathy Cody, Bessie Tremoy, Jim Hopper, Jerry (CMS)
I Was In Action (Willard Grandin)	MON 9:30	The Case Of The Disappearing Jerry - (D) By Steven Spencer, with Donald Cook, Walter Kingsley, Sara Wilkins, Jane Ellinge, Steven Rogers (CD)
Lux Video Theater	CMS 9pm	With Joyce Jameson - (D) By G. Lee Fogarty, with Wendell Corey, Jerry Paris, Arline Hunter
Ford Theater	MON 9:30	Don't Wait, The Doctor Calls! - (D) By Mason Ge-Bard, Donna Lee, Jack Swan, Lisa Kessler-Gay, Sig Ruman, Virginia Gilmore, Richard Sabre, Paul Newman, Phil Pierce, Stephen Chase (CMS)
Martin Kane (Jim Lynch)	MON 10pm	Murder Was A Gift, Charlie Lane, Jerry Fallon, Donald Lane, Richard Sabre, Jerome Sheldon
I Am The Law (Jim Lynch)	MON 10:30	The Blind Leader - With Kevin Tierney (D) By Jay (CMS)
Theater Intermission (Jerome Lynch)	WMUT 10:30	A Lie In Good Faith - (C) In Ramona Griffin, with Jerry Jones, Jerry Jones, Jerry Jones,

FRIDAY APRIL 10 (Cont'd)

Schlitz Playhouse	CBS 9pm	The Mirror - (O) by Tee Stillah; with Victor Jory, Eve McVeagh, Ian MacDonald; (SD) by Ted Post (FILM)
Our Miss Brooks (Eve Arden)	CBS 10:30	regulars & Hy Averback (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 3 THROUGH FRIDAY APRIL 10

Garry Moore	CBS 1:30	M - Dorothy Jarnac (D); W - H.M. Crayon (artist); Thu - Marguerite Higgins (correspondent)
One Man's Story	WABD 2:45	Heathcliffe - (O) by Emily Bronte, (A) by Edward J. O'Neil, with Stephen Elliott; (SD)(M thru F)
Kate Smith	NBC 4pm	The Kateds (S), The Katydids (D), The Story Princess; Tu - The Three Rockets (D), The Three Suns (S), Helen Halpin (C); Nadia Comes Home - (O) by Sol Stember; with Florence Reed, Dick Saunders; W - Tommy Wonder & Margaret Banks (D), The Billy Williams Quartet (S), Dorothy Daye & Coronation fashions; Thu - The Kateds, The Katydids; F - John & June Belmont (S&D)
Short, Short Drama (Ruth Woods)	NBC 7:15	Tu - Partners In Law - (O) by Warren Mills; with Ken Konopka, Bart Robinson, John Alexander, Ted Osborne, Ann Loring; Dir by Arthur Rosenbloom; Thu - Supersalesman - (O) by Robert Skutch; with Vaughn Taylor, Katharine Bard, Costi, Henry Velez, Remo Pisani (FILM)
Broadway TV Theater	WOR 7:30	M thru Sun - Wuthering Heights - (O) by Emily Bronte, (A) by Randolph Carter; with William Prince, Meg Mundy, Lester Fletcher, Isobel Elsom, Francis Compton, Mary Alice Moore; Staged by Eugene O'Sullivan; Dir by Robert Blum
Jane Froman's USA Cntn	CBS 7:45	Tu - Larry Douglas (S)
Mono-Drama Theater	WABD 11:15	The Count Of Monte Cristo - (O) by Alexandre Dumas, (A) by Tom Rourke; with Grant Sullivan (Seen M thru F)

SATURDAY APRIL 11

All Star Revue (Jimmy Durante)	NBC 8pm	Helen Traubel (S), Rose Marie (S) & regulars
This Is Show Business (Clifton Fadiman)	CBS 9pm	Arlene Dahl, guest panelist; performers: Toni Arden (S), Cliff Norton (C), Sid Krofft (puppets)

SUNDAY APRIL 12

Tootsie Hippodrome	ABC 12N	Al Frabell (acro)
Omnibus	CBS 4:30	Leopold Stokowski & Symphony Orchestra; Face Of The Land discussion by Cooke; The Stranger Left No Card - with Alan Badel (REPEAT OF FILM)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Rex Harrison & Lilli Palmer, University of Michigan Glee Club, Billy de Wolfe (C), Jane Powell in film clip from Small Town Girl; Billy Ward's Dominoes (S)

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[illegible] Theatre	[illegible]	[illegible] - (D) by The [illegible] [illegible] Theatre, [illegible] (Ent)
[illegible] Theatre (Live Comed)	[illegible]	[illegible] [illegible] (Sl & Sp)

[illegible]

[illegible]	[illegible]	[illegible] - Jerrold Ferrer (D); W - [illegible] (Series) Thu - Marguerite Elgin (Conservatory)
[illegible]	[illegible]	[illegible] - [illegible] by [illegible] [illegible] (Sl & Sp)
[illegible]	[illegible]	The [illegible] (D). The [illegible] (D). The [illegible] - [illegible] (D). The [illegible] (D). The [illegible] (D); [illegible] (D) [illegible] - [illegible] [illegible] (D). The [illegible] (D). [illegible] (D). The [illegible] - [illegible] [illegible] (Sl & Sp)
[illegible] (With Media)	[illegible]	[illegible] - [illegible] by [illegible] [illegible] [illegible] - [illegible] [illegible] (D) [illegible]
[illegible]	[illegible]	[illegible] - (D) by [illegible] [illegible] [illegible]
[illegible]	[illegible]	[illegible] - Lenny [illegible] (D)
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Goodyear TV Playhouse	NBC 9pm	The Recluse - (O) by David Shaw; with Dane Clark, Constance Ford, Frank Albertson, Joseph Foley, John Connell, Jack Klugman, Arny Freeman, Paul Lipson, Paul Ford, Wallace Rooney, Frank Sutton; (SD) by Delbert Mann
Plainclothes Man (Ken Lynch)	DuM 9:30	The Incriminating Glove - (O) by Warren Townsend; with Dick Clemens, Harold Gary, Ronald Dawson, Lynn Merrill, Helen Baron, Pat Carradine; (SD)
The Doctor (Warner Anderson)	NBC 10pm	Friend Of The Family - (O) by Adrian Spies; with Raimonda Orselli, Allen Nourse, Murray Hamilton, Harry Ellerbe; (FILM)

TALENT AVAILABILITIES

NEW YORK

MARIAN ANDERSON - appearing at Carnegie Hall on Easter Sunday - MGT: NCAC, PL 9-6000

JOSEPH ANTHONY -"Casanova"of Camino Real - AGT: William Morris, JU 6-5100

SHIRLEY BOOTH - award-winning actress - PRESS: Barry Hyams, WI 7-9218

JOAN CHANDLER - featured in My 3 Angels - AGT: William Morris

EUGENE CONLEY - tenor of Rakes Progress - AGT: Columbia Artists, CI 7-6900

BILLY DE WOLFE - film comedian currently in Call Me Madame - CONTACT: Martin Michel, CO 5-3320

GEORGE GAYNES - baritone of Wonderful Town & Cenerentola - PRESS: Byram-Perlman, CI 5-9151

PRISCILLA GILLETTE - appearing in Regina - AGT: Jane Deacy, MU 7-3365

CAROL GOODNER - stage actress now in Horses In Midstream - AGT: George Morris, MU 8-0960

ANNA MAGNANI - volatile Italian actress arriving here April 11 for 10 days - CONTACT: Johanna Grant, LO 4-4843

RALPH MEEKER - star of Picnic & Jeopardy - PRESS: Leo Freedman, CH 4-7250

THE MODERNAIRES - popular singing group - AGT: MCA, PL 9-7500

ZACHARY SCOTT - touring star of Bell, Book & Candle - AGT: Affiliated Artists, PL 3-1862

BOSTON

FAYE EMERSON, JOHN LUND, VIVECA LINDFORS, EVA LEGALLIENNE, BASIL RATHBONE, MARGARET WEBSTER - Appearing in An Evening With Shakespeare at the Colonial Theater, April 6-11 - CONTACT: Mgr, Colonial Theater

JULIE HARRIS - star of I Am A Camera at the Wilbur thru April 11 - CONTACT: Mgr, Wilbur Thtre

HELEN TRAUBEL - Wagnerian diva of the Metropolitan Opera - MGT: Columbia Artists, CI 7-6900 (NY)

SAN FRANCISCO

HENRY FONDA & LEORA DANA - Leading performers in Point Of No Return opening at the Geary Theater April 11 - CONTACT: Mgr, Geary

JACKIE COOPER, PEGGY ANN GARNER, HARRY CAREY, JR. - starring in John Loves Mary at the Alcazar - CONTACT: Mgr, Alcazar Theater

AUDREY HEPBURN - young star of Gigi arriving at the Alcazar on April 14 - CONTACT: Theater Mgr.

JOHN SEBASTIAN - harmonica virtuoso - AGT: Columbia Artists, CI 7-6900 (NY)

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: April 5-11

		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-12 noon	Live	1	1*	7 3/4	6	1	--	11	10
	Film	½	¼	½	--	--	--	--	--
12 noon-6:00 pm	Live	2	1½	18½	11	5½	6 3/4	12¼	6
	Film	--	--	--	--	--	--	1½	½
6:00 pm-time off	Live	8	7 3/4*	17½*	2½	12¼	6 3/4	16¼	1 3/4
	Film	2¼	5¼	7½	--	1½	½	6 3/4	--
TOTALS	LIVE	11	10¼*	43 3/4*	19½	18 3/4	13½	39½	17 3/4
	FILM	2 3/4	5½	8	--	1½	½	8¼	½

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of April 5-11

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	97¼	27	33¼	1¼	31¼
New York City	WCBS (C)	112 3/4	71¼	11¼	1¼	20 3/4
New York City	WABD (D)	92¼	34¼	17 3/4	3	29½
New York City	WNBT (N)	120¼	57¼	28	2½	19 3/4
New York City	WOR (I)	81 3/4	--	33 3/4	3/4	35

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

*Movie features and shorts not originally made for TV, excluding news and sportsreels.

APRIL 12-18, 1953

VOLUME 5 NUMBER 15

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(12)

ABC - 7:30-8pm; DEBUT; ABC Album; from WABC-TV(New York) to the net; Sustaining; Exec Prod - Herb Brodkin; Assoc Prod - Phil Stein; Art Dir - James McNaughton; Scenic Designer - Albert E. Heschong; Music - Ralph Norman; Dir - Ralph Nelson (for premiere show); Producer - ABC-TV Program Dept. in assn. with John Rust Productions (for premiere); first program in new series will be "Justice," adapted from the files of the Legal Aid Society by Halsted Welles, starring Paul Douglas, with Lee Grant, John Lehne, Barbara Townsend and John Seymour. Donald Cook is host and narrator for the series, and Judge Learned Hand will make a special appearance on the first program to discuss the functions and duties of the Legal Aid Societies. When the telecasts originate from Hollywood (KECA-TV), production will be under the supervision of Cecil Barker.

Mon(13)

ABC - 2:45-5pm(approx); HIGHLIGHT; American League Ball Game Opener; from WMAL-TV(Washington, DC) to 37 sta; Sponsor - Falstaff Brewing Co thru Dancer-Fitzgerald-Sample(for 17 sta in Midwest, Southwest and Southeast markets) & cooperative sponsors in the other 20 markets. Vice President Richard Nixon is expected to throw out the first ball for the game between the New York Yankees and the Washington Senators; Dizzy Dean and Buddy Blattner will handle the play-by-play and color commentary, respectively.

Thu(16)

DuM & NBC - 1-1:30pm; HIGHLIGHT; President Eisenhower; pool pickup from Hotel Statler(Washington, D.C.); address by the President before the American Society of Newspaper Editors.

Sat(18)

NBC - 4-4:30pm; DEBUT; Top Stakes Horse Racing; from WNBT(NY) to 50 stations (approx); Sponsor - Gillette Safety Razor Compnay thru Maxon; Fred Capossela will call the races, with Win Elliott and ex-jockey Sammy Renick describing the color and conducting interviews in the paddock and winner's circle. With the exception of the $25,000 Kent Stakes at Delaware Park on June 13, all of the telecasts in the series will emanate from New York race-tracks - Belmont, Jamaica and Aqueduct. Each week the sponsor will contribute a pure-bred Hackney pony to go to the highest bidder from the viewing public, all money therefrom to be turned over to the Damon Runyon Memorial Fund for Cancer Research.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Sat(18)

CBS - 11:30am-12noon; DEBUT; Rod Brown of the Rocket Rangers; from WCBS-TV (New York) to the net; Sustaining; Superv - William Dozier; Prod - John Haggott; Dir - George Gould; Sets - Kim Swados; Costumes - Gene Coffin; Writers - George Gould, Don Moore, Ted Sturgeon and Jack Weinstock & Willie Gilbert; new series of interplanetary dramas, each a complete episode, will revolve around the activities of the Rocket Rangers, who, operating from Earth, rove the celestial regions in rocket patrol ships keeping law and order. Cliff Robertson portrays the title role, with other regular cast members including John Boruff, Jack Weston and Bruce Hall.

NETWORK SPONSOR ACTIVITY

P. LORILLARD (Old Gold Cigarettes) thru Lennen & Newell, has renewed sponsorship of the Herb Shriner program, Two for the Money, for next season, and will move the show, currently seen on NBC-TV Tuesdays 10-10:30pm to CBS-TV, where it will be seen Saturdays 9-9:30pm, effective in August. The sponsor has also renewed Chance of a Lifetime (ABC-TV Thu 8:30-9pm) for 52 weeks, effective May 21.

GENERAL FOODS (Jell-O & Minute Rice) thru Young & Rubicam, has signed with NBC to sponsor Bob Hope in ten appearances on the NBC-TV network Tuesday nights from 8-8:30 pm, sharing the Milton Berle time, beginning in the Fall.

SIMMONS COMPANY (Mattresses & Bedding) & INTERNATIONAL SILVER CO., both thru Young & Rubicam, will sponsor the new CBS-TV domestic comedy program, My Favorite Husband, starring Joan Caulfield and Barry Nelson, an an alternate basis, starting in the Fall. The program will fill a half-hour slot on Saturday nights, live.

KELLOGG CO thru Leo Burnett has signed a new contract, with options, covering a ten-year period, for the sponsorship of the television film series, Wild Bill Hickok, produced by William F. Broidy Productions, H'wood. The program is televised in over 50 cities on a spot basis.

ALFRED P. SLOAN FOUNDATION has renewed American Inventory, presented in association with NBC-TV (Sundays 2-2:30pm), for 39 weeks.

PROCTER & GAMBLE (Tide) thru Benton & Bowles, has announced that it will not renew the Red Skelton Show (NBC-TV Sun 7-7:30pm) for the 1953-54 season.

CHASE NATIONAL BANK has switched its account from Hewitt, Ogilvy, Benson & Mather to Kenyon & Eckhardt, following Anderson Hewitt, who left HOB&M and joined K&E last week.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - The Lilli Palmer Show; NEW STATION April 11; Sat 6:30-6:45pm; (FILM) Sponsor - J.B.Williams (Conti Shampoo) thru Bermingham, Castleman & Pierce; Prod-Dir - Charles Kebbe; interview show was formerly on WCBS-TV Sundays 2:45-3pm.

Junior Press Conference; NEW TIME April 12; Sun 9:30-10am; Sustaining; Prod - Mrs. Ruth Geri Hagy; program formerly seen Sun 7:30-8pm.

WABC-TV increases its power from 16 kilowatts to 80 kilowatts, effective April 12. To effect the increase, a new General Electric 25 kilowatt high-power amplifier was installed on the Empire State Building, the station's transmitter site.

WABD(Ch 5)
New York

- The House Detective; NEW STATION April 12; Sun 10:30-11am; Sponsor - TV Home Guild thru Miller Advertising; Pkgr-Prod - Cy Newman; Dir - Bob Eberle; program was formerly seen on WOR-TV & WPIX.

New Schedule: Effective April 13, new daytime schedule starts at 12:45pm with Midday Chapel; 1pm - Noontime News; 1:15pm - Ladies Date; 2pm - Take The Break; 2:30pm - Kitchen Fare; 3pm - Paul Dixon Show; 4pm - Food For Thought; 4:30pm - Feature Films; 5:30pm - Serial Film; 6pm - Sports Roundup; 6:30pm - One Man's or One Woman's Story; 6:45pm - Evening News; 6:55pm - Weather Girl.

WNBT(Ch 4)
NY

- Who Said That? Mon 10:30-11pm; Effective April 13, seen on the network, but not carried on WNBT, will replace the Brian Donlevy films, Dangerous Assignment.

The Chimps; DEBUT April 12; Sun 9:30-9:45am; ON FILM; Sustaining; Pkgr-Prod - Bing Crosby Enterprises, H'wood; entire cast is made up of chimpanzees.

The Herb Sheldon Show; DEBUT April 12; Sun 12:15-12:30pm; Sustaining; Prod-Dir - Ted Nathanson; Herb Sheldon will feature his two animated puppets, Egbert the Bookworm and Ummily the animated Steam Shovel, on new weekly children's program.

What's New; DEBUT April 16; Thu 7:15-7:30pm; Sustaining; Prod-Dir - Johnny Stearns; Stearns reviews latest news on time-saving devices, household and garden appliances, new tools, car fixtures, etc.

WOR-TV(Ch 9)
NY

- Talk to the Stars; RETURN April 11; Sponsor - Tidewater Associated Oil thru Lennen & Newell and Studebaker Dealers of Greater New York thru Roche, Williams & Cleary (Chi); Pkgr-Prod - Happy Felton; 15-minute program follows every Dodger home game, starting with the Dodger-Yankee exhibition game on April 11. Felton is MC, with TV viewers who send in the best baseball questions getting a chance to talk by phone with the star players of the day.

Broadway TV Theater; NEW SCHEDULE April 18; Mon thru Sun 7:30-9pm; program was formerly five night a week only; then added Saturday & Sunday matinees. Opening of baseball season cancels matinees, and any night games will automatically cancel performance of program.

Harness Racing; RETURN April 15; Wed 9:30-10:55pm; Sustaining; Dir - Dick Blue; Jimmy Powers will conduct a panel discussion between races at the Yonkers and Roosevelt Raceways. Clem McCarthy will handle a running account of the races, color commentary, etc. Panel members will include Joe Val, Bob Cooke and Ike Gellis (regulars), plus one other sports writer.

WPIX(Ch 11)
NY

- A Good Turn For Goodwill; HIGHLIGHT April 11; Sat 9-9:30pm; special program for "Goodwill Week" will have as guests Felix Adler, circus clown; Jean Martin, singer; Bernie Wayne, pianist and Robert Orton's "Teenacers".

Call the Play; DEBUT April 13; Sponsor - Sun Vacuum & Sewing Stores (Mon thru Fri, beginning April 14); Koolvent, Inc.(on 4/13 & each subsequent Sat) & Courtesy Motors, Inc., & Sunset Stores (Sundays) - all thru Jay Victor & Assoc(Newark); Hal Tunis mc's new quiz show, seen for ten-minutes immediately before the 15-minute pre-game interview programs for all Yankee and Giant day games.

LOCAL STATION ACTIVITY(Cont'd)

WGN-TV(Ch 9) Chicago - Baseball Programs; DEBUT April 10; special pre- and post-game programs start with the first game of the city series between the Chicago Cubs and the White Sox at Wrigley Field; from 1-1:10pm - Batting Practice, with Harry Creighton commenting on the teams warming up. 1:10-1:25pm - Leadoff Man, with Vince Lloyd interviewing players on both home and visiting teams; 1:30pm - Daytime Home Game, with Jack Brickhouse and Harry Creighton as commentators; Tenth Inning, with Creighton & Brickhouse interviewing fans, sports writers, and baseball celebrities on alternate days.

FILM REPORT

SCREEN GEMS TO PRODUCE THE BIG PLAYBACK in association with Telenews, Inc. A contract has already been signed with Batten, Barton, Durstine & Osborn in behalf of The Ethyl Corp., for 26 week sponsorship of the quarter-hour sports program. Bill Stern will be the commentator, with pictorial features coming from the Telenews library. The Ethyl sponsorship is scheduled to start during the week of May 15, with 35 markets being covered on a spot basis. The program will be syndicated for first runs in those markets not used by Ethyl.

GROSS-KRASNE, INC., HOLLYWOOD, ACQUIRES LONE WOLF RIGHTS for TV film production. Filming has already started on a series of 13 half-hour programs based on the novels of Louis J. Vance. United Television Programs will distribute.

CBS-TV FILM SALES REPORTS NEW MARKET SALES for eight series. The new sales include 29 for the Gene Autry Show; 18 for Files of Jeffrey Jones; 31 for The Range Rider; 13 for Strange Adventure; seven for Cases of Eddie Drake; three for Holiday in Paris and two each for Hollywood on the Line and World's Immortal Operas.

DESILU TO MOVE PRODUCTION HEADQUARTERS TO MOTION PICTURE CENTER, Hollywood, with the move scheduled for the beginning of June. The studio's largest sound stage will be divided into two stages to handle both I Love Lucy and Our Miss Brooks.

NEWS DIGEST

TOP TEN TV PROGRAMS FOR 2 WEEKS ENDING MARCH 7 LISTED BY NIELSEN:

	Homes(000)		% Homes
I Love Lucy	15,776	I Love Lucy	72.6
Godfrey&Friends(Chesterfield)	10,797	Talent Scouts	59.3
Colgate Comedy Hour	10,751	Texaco Star Theater	58.2
Dragnet	10,464	Godfrey&Friends(Chesterfield)	52.6
Texaco Star Theater	10,288	Dragnet	52.6
Buick Circus Hour	9,902	Buick Circus Hour	50.8
You Bet Your Life	9,817	Colgate Comedy Hour	49.8
Godfrey&Friends(Toni-Gillette)	9,556	Gillette Cavalcade	45.8
Pabst Blue Ribbon Bouts	9,147	You Bet Your Life	45.4
Gillette Cavalcade	9,027	Godfrey&Friends(Toni-Gillette)	44.8

I LOVE LUCY LEADS HOOPER RATINGS FOR 4TH CONSECUTIVE MONTH, taking first place in all six cities covered. The "Hooperade of TV Stars," which covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, also lists three other programs as placing on the first fifteen list in all six cities - Dragnet, You Bet Your Life and Our Miss Brooks.

HILLMAN PUBLICATIONS TO BRING OUT TV FAN MAGAZINE, as yet untitled, which will be edited by Richard Heller. Full size, with a slick format, the magazine is sched-scheduled for late summer publication. Features and pictures will be accepted by Heller at 535 Fifth Avenue, New York 17, MUrray Hill 2-7700.

NEW STATION AFFILIATES: To ABC-TV: WGLV(Ch 57), Easton, Pa., owned by Easton Publishing Co., Nelson Rounsley, Manager; WLBC-TV(Ch 49), Muncie, Ind., owned by Tri-City Radio Corp., W. F. Craig, Commercial Manager; WCOU-TV(Ch 20), Montgomery, Ala., Hugh M. Smith, General Manager; WFBG-TV(Ch 10), Altoona, Pa., owned by Gable Broadcasting Co., Jack Snyder, General Manager; WCOS-TV(Ch 25), Columbia, S.C.(May 1), owned by Radio Columbia, Charles Pittman, General Manager and WGVL-TV(Ch 23), Greenville, S.C. (August 1), owned by Greenville Television Co., Ben McKennon, Manager. To CBS-TV: WCSC-TV(Ch 5), Charleston S. C. (May 15), owned by WCSC, Inc., John M. River, General Manager; WMAZ-TV(Ch 13), Macon, Ga. (Sept 23), owned by Southeastern Broadcasting Co., Frank Crowther, General Manager; KTXL-TV(Ch 8), San Angelo, Texas (July 1), owned by Wes Tex Television Co., Armistead D. Rust, General Manager; WLBC-TV(Ch 49), Muncie, Ind., and KXLY-TV(Ch 4), Spokane, Wash., owned by Symons Broadcasting Co., E. B. Craney, General Manager.

OHIO STATE UNIVERSITY TO HOLD TV PANEL at the 23rd annual meeting of the Institue for Education by Radio-Television, to be held at the University on April 18. Richard Pack, Director of Programs and Operations at station WNBC-WNBT, New York, will lead the discussion on "Simple Techniques in Educational Television."

NEW TALENT SIGNED: CBS has announced the signing of Sally Benson, author of "Junior Miss" and "Meet Me in St. Louis", as the second member of the creative group being organized by the network to develop new program ideas. At NBC, Tom Ewell was signed an exclusive, long-term contract, which covers both radio and television. Ewell is currently starring on Broadway in "The Seven Year Itch."

PERSONNEL CHANGES: Maitland Jones, formerly creative head of the Hutchins Agency, has joined Sullivan, Stauffer, Colwell & Bayles as a vice president and copy executive.....Floyd Hom, Manager of Compton Advertising's Hollywood office, will return to New York as Associate Director of the agency's radio-TV department, effective July 1, 1953. He will be succeeded in Hollywood by James Seaborne, currently with Compton in NY.....Alice Smart has been appointed Assistant Executive Secretary of the New York local of the Radio and Television Directors Guild.....Pat Arnoux has been named assistant TV program and production manager of WAAR-TV, Norfolk.....William C. Lacey has been appointed Manager of WCBS-TV's(NY) film department. He was with WABD(NY) in a similar capacity for the past year.

Thomas F. McCollum has been appointed promotion manager of WSYR-AM-TV, Syracuse, replacing Caley E. Augustine who moved to WJAS-AM, Pittsburgh, as director of promotion and public relations. Mike Lesnick and Mike Breen have been appointed TV directors at WSYR-TV.....Roger Van Duzer has been appointed program director and film buyer at KNUZ-TV, Houston.....James T. Vandiveer has resigned as radio-TV director of John I. Edwards & Assoc., H'wood, to join the Los Angeles offices of Erwin, Wasey & Co., as account executive in charge of radio and television for the Carnation Milk account..

Dick Campbell has been appointed local program director of KOTV, Tulsa, replacing Don Thompson, who was advanced to the post of executive program manager.....Lee Morris has been appointed to head the newly formed radio-TV department of Riedl & Freede, Inc., Paterson, N. J. Elva Cumberworth has also joined the agency as a member of the radio-TV department.....Hal Weiss, radio-TV writer, has joined the staff of I. R. Stempel Advertising, New York, as an account exedutive.

PROGRAM	NET TIME(EST)	TALENT ROSTER

Most of the shows on April 10, 11, 12 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 17. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY APRIL 10

Mama (Peggy Wood)	CBS 8pm	Katryn On The Threshold - (O) by Jerome Ross; with Biff McGuire, Charita Bauer, Arthur Walsh
Dark Of Night (Carl Low)	DuM 8:30	Paul Lipson, Michael Garrett, Judson Pratt, Gay McEldowney, Joe Helgesen, Richard Ward
Aldrich Family (Bobby Ellis)	NBC 9:30	The Baby Contest - (O) by Bud Grossman; with regulars & Mitchell Agruss, Margaret Hamilton
Tales Of Tomorrow	ABC 9:30	Homecoming - (O) by Mann Rubin; with Edith Fellows, Robert Keith, Doro Merande, Harry Sheppard, Johnnie Olsen (SD)

SATURDAY APRIL 11

Stork Club (Sherman Billingsley)	CBS 7pm	Bob Eberle & Helen O'Connell (S), Dean Murphy (impressionist), Walter Young (Journal American)
Jackie Gleason	CBS 8pm	Johnny Desmond (S)
Your Show Of Shows	NBC 9pm	Diana Lynn, guest hostess, & regulars

SUNDAY APRIL 12

Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 3pm	The Last Chance - (O) by Palmer Thompson; with James Boles, Doreen Lang, Edna Hernly, Lauren Gilbert; (SD)
Hllmk Hall Of Fame (Sarah Churchill)	NBC 5pm	Skipper Of The Skies - (O) by Robert Mason Pollock; with Leslie Nielsen, Joan Gray, Wayne Carson, Val Dufour, Alex Campbell, Marie Kenny, Jason Johnson;(SD)
You Are There (Walter Cronkite)	CBS 6pm	The Impeachment Of Andrew Jackson - (O) by Leslie Slote; with E.G. Marshall, Joe Maross, Paul Tripp, John Shellie, Brace Conning, Rusty Lane, Anthony Ross, Philip Bourneuf, Addison Powell, Martin Brooks; (SD)
Mr. Peepers (Wally Cox)	NBC 7:30	Gage Clarke, Jonathan Marlowe, Norma Jane Marlowe, Donald Harris, David Winters,Larry Newton
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Gloria Grahame, Connie Russell (S), Will Mastin Trio with Sammy Davis Jr (S), Billy Daniel (D)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Scene from Caesar & Cleopatra - (O) by Bernard Shaw, with Rex Harrison, Lilli Palmer; U. of Mich. Glee Club, Billy De Wolfe (C), Billy Ward's Dominoes (S), Giuseppe Baggi (artist), Elaine Dunn (D), Chop Chop & Charlene (magic), film clip from Trouble Along The Way with John Wayne Charles Coburn, replacing Small Town Girl with Jane Powell
Fred Waring	CBS 9pm	Valarie Lamoree (S) & regulars
Rocky King, Detective (Roscoe Karns)	DuM 9pm	Ordeal By Fire - (O) by Edmund Morris; with Walter Brooke, Anna Minot, Jack Davis, Bill Beach

SUNDAY APRIL 12 (Cont'd)

Arthur Murray Party (Kathryn Murray)	DuM 10pm	Dorothy Sarnoff (S), Ken Whitmer (C), Burton's Birds
The Web	CBS 10pm	The Boy In The Front Row - (O) by Paul Monash; with Jane Seymour, Mildred Dunnock, James Lipton, Raymond Bailey, William Reid; (SD) by Lela Swift
Adolphe Menjou's Favorite Story	WNBT 10:30	Jack Of Hearts - (O) by Anton Chekov (The Duel); (A)-(SW); with Richard Crane, Tristram Coffin, Madeleine Burkette, Sumner Getchell, Lee Roberts, Stevan Darrell

MONDAY APRIL 13

Hollywood Screen Test (Neil Hamllton)	ABC 7:30	The Element Of Surprise - with Charles Coburn, Barbara Lyon, Ray Boyle, Michael Wager (SW &SD, FIFTH ANNIVERSARY SHOW)
Paul Winchell	NBC 8pm	Margaret Hamilton, Sinclair & Spaulding (D)
Voice Of Firestone	NBC 8:30	Rise Stevens (S)
Eye Witness	NBC 9pm	Dilemma - (O) by Joseph Ruscoll; with Dorothy Donahue, Gene Lyons, Katherine Raht, John Seymour, Roy Fant, Allan Stevenson; (SD)
Robert Montgomery	NBC 9:30	The Glass Cage - (O) by Adrian Spies; with Lee Bowman, Louisa Horton, Arthur Hansen, Marilyn Erskine, Truman Smith, Janet Fox, Joseph Holland, Calvin Thomas, Elaine Joyce, Tommy Tompkins, William Keene, Tiger Andrews
Red Buttons	CBS 9:30	Fran Warren (S)
Studio One	CBS 10pm	The Magic Lantern - (O) by Robert Carson, (A) by Brainerd Duffield; with James Dunn, Dorothy Mackaill, Nils Asther, Leatrice Joy, Janet Ward, Patricia Benoit, Tom Taylor, Rex O'Malley, Zamah Cunningham, Miriam Wolfe, Eli Mintz, Ray Brown, Milton Selzer, Robert Dryden; (SD)

TUESDAY APRIL 14

Texaco Star Theater	NBC 8pm	Gertrude Berg, Peggy Lee (S), Sid Gary
Fireside Theater (Frank Wisbar)	NBC 9pm	Top Kick - (O) by Forrest Kleinman; with Clancy Cooper, George Niese, Greta Thuser, Ted Hecht, Morgan Jones, Michael Steel, Richard Dodge, Alphonse Martell, Naji, Pierre Watkins, Mike Ragan; (SD, FILM)
Crime Syndicated	CBS 9pm	The Fixer - (O) by William L. Stuart; with Perry Bruskin, Dennis Harrison, Joseph de Santis, James Bender, Harry Townes, Leslie Barrett, George McCoy; (SD)
Armstrong o Theater	NBC 9:30	The Straight And Narrow - (O) by Hamilton Benz; with Walter Matthau, Connie Sawyer, Staats Cotsworth, Len Doyle
Suspense	CBS 9:30	Kiss Me Again, Stranger - (O) by Daphne DuMaurier, (A) by James P. Cavanagh; with Maria Riva, Richard Waring, Esther Mitchell, Dennis Green, Stephen Courtleigh, J.P. Wilson, Bert Bertram, Warde Donovan, Harold Thackrau; (SD)
Danger	CBS 10pm	No Room - (O) by Maury Stern; with James Dean, Martin Kingsley, Irene Vernon, Bart Burns, John Marley; (SD)

WEDNESDAY APRIL 15

A Date With Judy	ABC 7:30	Victor Thorley, Natalie Trundy, Clifford Tatum
Cavalcade Of America	NBC 8:30	The Gingerbread Man - (O) by Robert Stevenson; with Otto Waldis, Edit Angold, John Hamilton, Richard Gaines (FILM)
Kraft TV Theater	NBC 9pm	Rain No More - (O) by James Costigan; with Edward Binns, Una O'Connor, James Costigan, Penny Santon, Murray Hamilton, Jean Sullivan, Olive Blakeney; (SD)
Man Against Crime (Ralph Bellamy)	CBS 9:30	Death Below The Decks - (O) by Bill Demling; with Grady Sutton, Peggy Lobben, Frank Marth, Allan Hale; (SD, FILM)
Douglas Fairbanks	WNBT 10:30	The Last Moment - (O) by Selwyn Jepson & Larry Marcus; with Fairbanks, Paul Carpenter, MacDonald Parkes, Greta Gynt, Mary Merrall, Sean Barrett, Denis Shaw; Dir by Lance Comfort (FILM)

THURSDAY APRIL 16

Guide Right (Don Russell)	DuM 8pm	Bernice Parks (S), Jane Dulo (C), Richard Bowers, West Point Dance Band
T Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Sawed-Off Shotgun - (O) by Albert Aley; with James Dean, Ben Gazzara, Joe Downing, Anita Anton, Coe Norton, Humphrey Davis; (SD)
Chance Of A Lifetime	ABC 8:30	Tex Beneke (M)
Lux Video Theater	CBS 9pm	Measure Of Greatness - (O) by Harry W. Junkin; with Millard Mitchell, Arlene Francis, Skip Homeier, Bruce Bennett, Marlene Cameron, Dorothy Elder, Barbara Karen, Pud Flanagan
Ford Theater	NBC 9:30	Allison, Ltd. - (O) by Karen DeWolfe & Catherine Turney; with Merle Oberon, Philip Ober, John Baer, Willis Bouchey, Raymond Greenleaf, Virginia Huston, Ernestine Barrier, Kathleen Phelan; Dir by James Neilson(FILM)
Martin Kane	NBC 10pm	Not available at press time
I've Got A Secret (Garry Moore)	CBS 10:30	Charles Coburn, guest; Laraine Day substitutes for Faye Emerson for 2 shows
Quick As A Flash	ABC 10:30	Bud Collyer replaced Bobby Sherwood as MC(4/9)
Foreign Intrigue (Jerome Thor)	WNBT 10:30	F I In The Alps - (O) by Henry Sandoz; with Frank Sundstrom, Clase Thaelander, Stig Olin, Torsten Lilliecrona; Dir by Marcel Cravenne(FLM)

FRIDAY APRIL 17

Schlitz Playhouse	CBS 9pm	Papa Goes To The Ball - (O) by John Vlahos; with Harold Peary, Jill Jarman, Chet Marshall, Jay Novello, Jeanette Nolan, Danny Richards, Jr., Dan Foster, Jack Daly, Queenie Leonard, Lanny Rees, Sally Fraser; (SD) by Ted Post (FILM)
Big Story (Robert Sloane)	NBC 9pm	Rolfe Edmondson, Atlanta, Ga. Journal-Constitution - (O) by Gail Ingram; with Paul Tripp, Sylvia Stone, James Coots, Lauren Gilbert, Joe Helgesen, Allen Nourse, Art Koulias, Frank Milan; (SD)

FRIDAY APRIL 17 (Cont'd)

Tales Of Tomorrow	ABC 9:30	The Rival - (O) by Peggy Speed, (A) by James Cavanagh; with Mary Sinclair, Anthony Ross, Maxine Stuart; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 10 THROUGH FRIDAY APRIL 17

Today In New York	WNBT 7:55am	M thru F - Johnny Stearns begins 5-min. segment
Strike It Rich (Warren Hull)	CBS 11:30	M - Fred Perry (tennis); W (am) - Skating Brendt Sisters; W (9pm) - Glenda Farrell; F - George Gaynes (S)
Garry Moore	CBS 1:30	Tu - Roger Price (C); F - Ringling Animal Act
Kate Smith	NBC 4pm	M - Woodside Sisters (S); Interlude - (O) by Elliott Gruskin, with Miriam Hopkins; Tu - The Kateds (D), The Katydids (S), Gene Baylos (C), Les Compagnons de la Chanson (S), Mimi Warren Trio (M); W - Kathryn Lee & Marc Platt (D), Trinity College Glee Club; Thu - Virginia Sales (monologues), Kateds, Katydids; F - Ted & Phyllis Rodriguez (D); The Gun - (O) by Elliott Gruskin, with Charles Coburn; "Little Buck" (D)
One Man's Story	WABD 6:30	M thru F - A Melody For Three Lovers - (O) by Jay Bennett, with Jack Manning; (SD)
Do You Want To Be A*? (Fred Robbins)	WOR 7pm	F (4/10) - Dorian Lee, Johnny Pransky (agent), Marcia Henderson, Billy Eckstine (S)
Short, Short Drama (Ruth Woods)	NBC 7:15	Tu - The Big Guy - (O) by Robett Zachs; with Jack Warden, Neil Hynes, Carol Veazie, Charles Rae King, Ken Walken, John McGovern; Dir by Arthur Rosenbloom; Thu - The Most Important Man In Town - (O) by George Neilson, Jr.; with Archie Smith, Truman Smith, Harry Townes, Wyrley Birch, Chris White, Howard Freeman, Joe Maross; Dir by Will Gillette (FILM)
Broadway TV Theater	WOR 7:30	M thru Sun - Meet The Wife - (O) by Lynn Starling; with Edith Meiser, Loring Smith, Murray Matheson, Pat McMahon, Chester Stratton, Christopher Drake; Dir by Robert St. Aubrey
Perry Como	CBS 7:45	W - Peggy Lee (S)
Jane Froman	CBS 7:45	Tu - Gypsy Markoff (M)
Mono-Drama Theater	WABD 11:15	M thru F - Crazy In Love - (O) by Linda Rainey, with Ann Thomas; (SD)

SATURDAY APRIL 18

All Star Revue	NBC 8pm	Tallulah Bankead, Jimmy Durante, George Jessel, Ben Blue (LAST SHOW)
Jackie Gleason	CBS 8pm	Helen Forrest (S)
This Is Show Business (Clifton Fadiman)	CBS 9pm	Eva Gabor, guest panelist; performers: Nanci Crompton (D), Richard Hayes (S), Gary Morton (C)

SUNDAY APRIL 19

Jack Benny	CBS 7:30	Fred Allen (C) (FROM HOLLYWOOD)

ABC Album (Donald Cook)	ABC 7:30	Mister Glencannon Takes All - (O) by Guy Gilpatrick, (A) by Alvin Sapinsley; with Robert Newton, Melville Cooper, Myron McCormick, Bibi Osterwald, Cliff Hall, Henry Lascoe, Mercer McLeod, Phil Coolidge; Prod by ABC in association with Richard H. Gordon, Jr., and Jay Garon, Brooke, Schultz Associates; Dir by Cedric Hardwicke; Designer - Bob Bright; Music - Glenn Osser
Colgate Comedy Hour (Bob Hope)	NBC 8pm	Phil Harris (M), Marilyn Maxwell (S) (HOLLYWOOD)
Toast Of The Town (Ed Sullivan)	CBS 8pm	The Dunhills (S&D), Senor Wences (ventriloquist) Bobby Clark (C), Fisk U. Jubilee Singers, Nanette Fabray (S)
Philco TV Playhouse	NBC 9pm	A Long Way Home - (O) by Robert Alan Aurthur; with Lloyd Bridges, Steven Hill, Gaby Rodgers, Grete Mosheim, Will Hare, William Hansen, Martin Balsam
The Doctor (Warner Anderson)	NBC 10pm	The Way Of Hope - (O) by Henry Misrock; with Donald Cook, Julie Haydon, Glenn Anders, Jane Rose, Muriel Hutchison, Nell Harrison, Royal Beal, Tom Gorman (FILM)

TALENT AVAILABILITIES

NEW YORK

CHARLES COBURN - veteran actor - AGT: Ken Later, PL 7-6964

ROGER DANN - AGT: Jim Merrick, VA 6-3714

LARAINE DAY - Mrs. Leo Durocher - AGT: William Morris, JU 6-5100

BRANDON DE WILDE - featured in Shane - PRESS: Bert Champion, BR 9-8700

ANTHONY DEXTER - "Valentino" - available after May 9 - AGT: Al Grossman, CI 5-8422

MARILYN ERSKINE - plays Ida Cantor in Warner film - AGT: MCA, PL 9-7500

EVA GABOR - AGT: Olga Lee, JU 6-4180

WILLIAM KAPELL - pianist - AGT: Columbia Artists, CI 7-6900

LISA KIRK - singing at the Persian Room - AGT: William Morris

FEDERICO REY & PILAR GOMEZ - dance team - AGT: Columbia Artists

POLLY ROWLES - featured actress of Time Out For Ginger - PRESS: George Ross, BR 9-5906

BERT YARBOROUGH - character actor - AGT: Al Grossman

LOS ANGELES

PEARL & BILL BAILEY - currently at the Paramount & Ciro's - AGT: William Morris, CR 1-6161(LA)

DUKE ELLINGTON - playing the Paramount - AGT: Gale, PL 7-7100 (NY)

LUCIENNE BOYER - chanteuse headliner at the Ambassador - AGT: Ken Later, PL 7-6964 (NY)

JAMES EDWARDS - MGT: Earl Kramer, CR 6-2338 (LA)

BOB HOPE - AGT: Louis Shurr, CR 1-1116(LA)

RUTH HUSSEY - film & stage actress - AGT: Paul Kohner, CR 1-5165 (LA)

ELSA LANCHESTER - film comedienne now performing at the Bar of Music - AGT: Paul Gregory, BR 2-5084(LA)

MARY McCARTY - singer, currently at the Mocambo - AGT: Gloria Safier, MU 8-3950 (NY)

HARVEY STONE - the "GI" comedian - now at the Bandbox - AGT: MCA, CR 6-2001 (LA)

WASHINGTON

GLORIA DeHAVEN - Capitol Theater headliner - AGT: Wm Morris, JU 6-5100(NY)

RAY MALONE - dancer - Wolff-Feldman, LA 4-3450 (NY)

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: April 12-18

		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-) 12 noon)	Live	1½	1*	8	4½	1	--	11	9
	Film	--	¼	--	--	--	--	--	--
12 noon-) 6:00 pm)	Live	2½	1	19	10	5½	6 3/4	12¼	5 3/4
	Film	--	--	--	--	--	--	1½	½
6:00 pm) time off)	Live	7½	8¼*	18	3½	12¼	4 3/4	17 3/4	1¼
	Film	2 3/4	5¼	5½	--	3½	1½	6¼	--
TOTALS)	LIVE	11½	10¼*	45	18	18 3/4	11½	41	16
	FILM	2 3/4	5½	5½	--	3½	1½	7 3/4	½

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of April 12-18

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	96¼	27 3/4	29¼	1¼	27
New York City	WCBS (C)	112 3/4	68½	11¼	1¼	20 3/4
New York City	WABD (D)	92¼	35¼	17 3/4	3	29½
New York City	WNBT (N)	120¼	57¼	28	2½	19 3/4
New York City	WPIX (I)	84½	--	55½	3/4	18 3/4

MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (Based on schedules of 4/12-18)

	LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM	CITY	LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM
New York	114 3/4	19 3/4	134½	Cincinnati	5¼	--	5¼
Los Angeles	18	4½	23	Detroit	1	--	1
Chicago	14	--	14	Buffalo	3/4	--	3/4
Philadelphia	7	--	7	Baltimore	½		½
Washington	7	--	7	Pittsburgh	½	--	½
Miami	5 3/4	--	5 3/4				

All index totals are approximations based on advance network information and do not reflect last-minute programming changes. Copyright 1953 by Television Index, Inc.